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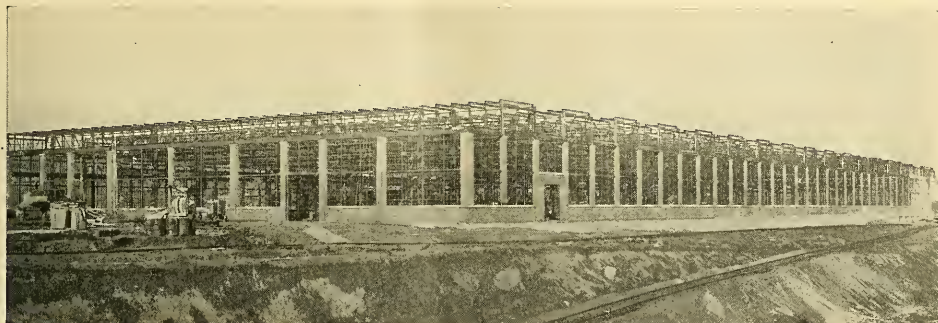
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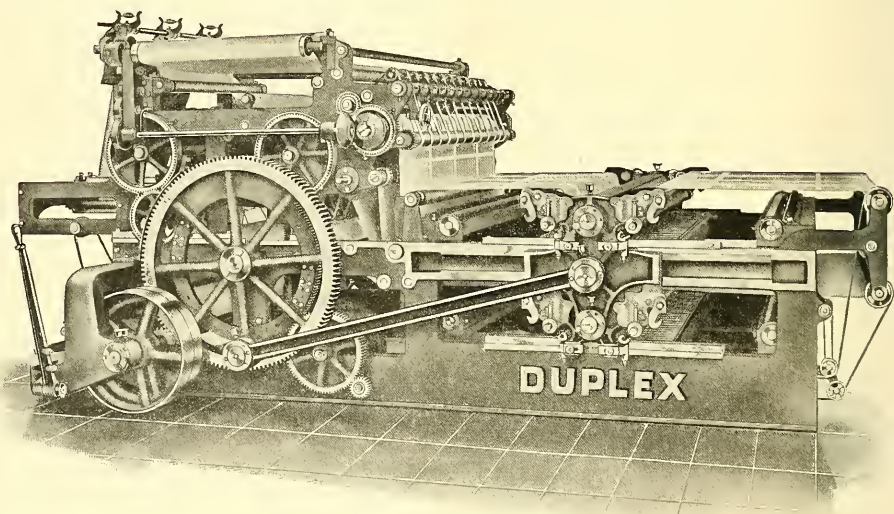
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OPENING day prompts wonderment as to what has become of the sophomore who used to sell the freshman a seat in Chapel and the radiator for his room in the dorms.

\* \* \*

Maybe he's become the clothing merchant who sold a "two-pants" suit to the lady who wanted something to bury her husband in.

\* \* \*

UNDOUBTEDLY, the famous Chapel seat joke has its counterpart at other colleges. But the fact that perpetrator and victim are soon laughing about it together is typical of the warm-hearted fellowship of Lehigh. Together too, both are now buying—not only seats and radiators, but all the other equipment—for the remodelled Library by their contributions to the Alumni Fund.

\* \* \*

THIS column refuses to publish football predictions among its "jokes," but the following "straw," overheard at practice, may indicate the direction of the breeze:

"Now at Blank College, they scrimmaged the first two weeks and after that they practice by playing touch football."

COACH TATE—"Touch football!—\* \* ? p x % † € !! That must be what you were playing last season!"

\* \* \*

Yes, there are several new features this issue. Do you approve? The space below will carry current sport schedules each month.

### FOOTBALL

Sept. 29	St. Johns	4 p.m.
Oct. 6	Penna. Military College	3 p.m.
Oct. 13	Gettysburg	2:30 p.m.
Oct. 20	Princeton*	2:30 p.m.
Oct. 27	Muhlenberg	2:30 p.m.
Nov. 3	Harvard*	2 p.m.
Nov. 10	Bucknell*	2 p.m.
Nov. 17	Rutgers	2 p.m.
Nov. 24	Lafayette*	2 p.m.

\* Games away.

### Freshmen

Oct. 27	Rutgers*
Nov. 3	Muhlenberg
Nov. 10	Perkiomen*
Nov. 17	Lafayette

\* Games away.

# LEHIGH ALUMNI BULLETIN

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J. W. MAXWELL, '26, Asst. Editor

VOLUME 16

OCTOBER, 1928

NUMBER 1

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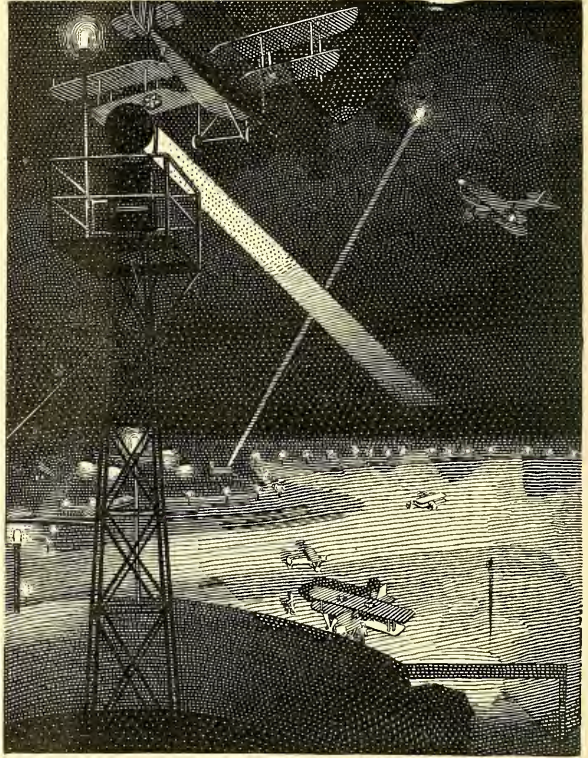
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# GENERAL ELECTRIC



# LEHIGH ALUMNI BULLETIN

## *Let's Keep Step in the Forward March*

FROM a vantage point on Lehigh's campus, looking down over the world's most democratic collection of motor cars and near-automobiles; chummy groups of young men, clad with the fastidious slovenliness that distinguishes them from the frosh-capped youngsters who have not yet acquired complete sartorial nonchalance; the familiar though sunburned faces of faculty members—with such a scene in the foreground it seems superfluous to remark that college has opened.

Assurance is the keynote on the campus as the interrupted chorus is resumed; assurance pitched higher than mere confidence. The somewhat skeptical hopefulness with which President Richards' summary of the needs of Lehigh was received five years ago has given way to a matter-of-course acceptance, tinged even with a touch of "I told you so." So rapid has been the progress that nothing seems impossible.

EVEN a casual observer, seeing the magnificent Packard Engineering Laboratory rising at the foot of the campus and the splendid addition to the Lucy Packer Linderman Library taking shape nearby, must realize that behind this institution is a motivating force of unusual strength.

This physical development is but a part of the picture, however, a means to an end. With it progresses the academic prestige of Lehigh, the effectiveness of her training, the breadth of her contributions to knowledge and the crystallization of her conception of the new type of leadership demanded by an age which calls for bigger leaders than ever before.

The alumni of Lehigh started this forward march, and true to their ancient tradition, they propose to finish what they began. Only the confidence that they would do so enabled the Trustees to borrow the funds for the immediate erection of the Library. This compliment from the Board makes plain the path immediately ahead for alumni activity; every effort must be directed toward the swelling of the Alumni Fund to retire this indebtedness.

MEANTIME, with this definite knowledge of its responsibility, the Alumni body may well concern itself for the moment with a bit of introspection. Its strength has set the University on the highway to distinguished achievement; its continued support assures rapid progress along the road. But that strength must grow as the University grows; that support must be developed in sufficient reserve to carry Lehigh ever forward as the pace quickens. It is for the Alumni Association to marshal new strength, to draft fresh reserves, so that the steepest grade on this road we travel may be climbed easily when we come to it.

To that end, let us give thought during the coming year to the strengthening of our Alumni organization, the amalgamation of our younger graduates, the extension of our Alumni Club activities, the stimulation of class spirit and to the greater effectiveness of our reunions and homecomings. Let us make sure that we, as alumni, keep step and grow with the great institution we are helping to create.

**The Alumni—** **IT** MUST not be inferred from the following quotation from an address by Dr. L. D. Coffman before the American Alumni Council that the distinguished President of the University of Minnesota would belittle the effectiveness of alumni aid to American universities. His address in its entirety was an inspiring plea for the extension of alumni participation in higher education and the directing of this active interest into the most productive channels. Nevertheless, this passage, by a mere coincidence so closely reflects recent alumni activity at Lehigh that it seems worthy of note:

*It is not difficult to interest alumni in building a stadium, but it is difficult to interest them in erecting a science building. (James Ward Packard, '84, preferred the latter.) It is not difficult to interest alumni in the salary of the football coach, but it is difficult to interest alumni in securing sufficient funds to pay distinguished professors the salaries they should receive. (But Lehigh alumni gave two and a half millions to endowment for that purpose.) Whoever heard of a meeting of college alumni to improve the library facilities? (See LEHIGH ALUMNI BULLETIN, May, 1928—"The Library Assured.") Whoever heard of a conference of alumni on the research problems of a university? (See this issue, page 16, reporting the activity of alumni in promoting research on anthracite coal at Lehigh.) \* \* \* And yet these are the things that constitute the sole excuse for a college or a university. Do you suppose it is possible to develop a consciousness of kind with reference to these fundamental matters?*

Somehow, Dr. Coffman, we suspect that it is possible.

### **Education After Graduation**

**R**EFERENCE to President Coffman's address recalls another thought advanced by him, namely, that alumni associations might well devote more attention to the continuance of education after graduation. It is pointed out that increasing leisure, resulting from mechanization, should be partially devoted to intellectual development. Moreover, the long industrial apprenticeship which must be the lot of more and more salaried employees as the corporation system of business grows, creates a demand for additional education as an antidote for the humdrum routine and a short cut to promotion.

Numerous colleges, through their alumni associations, are experimenting in this direction with plans of directed reading for alumni, correspondence courses and even radio broadcasting of lectures. Lehigh has not followed suit because the demand for post-graduate guidance has never been registered by her alumni. Few of them will own up to any leisure and those who betray boredom in their respective places in industry's roaring machinery are equally scarce. Yet there are undoubtedly many who would enjoy exploring new intellectual and cultural pastures if the means were conveniently available.

When such a need is manifest, Lehigh will undoubtedly "give gladly." Meanwhile, it is proposed to increase slightly the ration of intellectual pabulum on the monthly menu of the BULLETIN, a program on which comment is specifically invited. As an easy-to-take first dose you are referred to the article by "Jack" Horner, '98, Vice-President of the Alumni Association, on page 12 of this issue.

### **A Double Loss**

**J**UST as the July issue of the BULLETIN was going to press, the University was shocked by the death of two well-loved members of its family, Albert N. Cleaver, for many years a corporate trustee, and Professor William Esty, distinguished head of the Department of Electrical Engineering.

The sudden passing of Professor Esty, in the prime of life and at a time when his dearest dreams were about to be realized in the new Packard Laboratory strikes deep in the hearts of the many alumni who knew and loved him as "Big Bill." Another eminent member of the tried and true old guard thus leaves us with the imperishable record of his labors as a teacher, and the memory of his kindly, sympathetic personality as a man and a friend.

To Mr. Cleaver, whose quiet, efficient assistance was ever at the service of Lehigh, no finer tribute can be phrased than the following, adopted by the vestry of Nativity Parish in which he was long an active figure:

"Gentle of manner, courteous, considerate, yet strong of convictions and uncompromising on the side of right, he has led by example to a better understanding of the life of a Christian gentleman.

"In the Divine order of affairs, as we pass through life, there is always placed in our path some choice spirit of the Father who lifts us out of ourselves; raising the standard of manhood; calling for a response to the Christ that is within us in the expression of Faith, Hope and Charity. It was our rare privilege to find this dear friend in Mr. Cleaver.

"We, the Vestry of Nativity Church, in deep appreciation of his ability, wisdom and friendship, in affectionate regard for his character and personality, record our loss and join with the parish, the citizens of Bethlehem and all who knew him, in respectful tribute to his memory.

"We wish for ourselves those higher qualities of Christianity which he possessed, for his must be that Peace which passes understanding."

### **The New Regime in Football**

**I**T IS too early (and too foolish) to venture many predictions about the football season. But it is not untimely to recognize and acknowledge a more genuine, sympathetic and optimistic interest on the part of the undergraduates than has existed in recent seasons. No one expects miracles from Tate and his all-Lehigh assistants, but regardless of the season's results they must be given credit for reviving the dogged spirit of Lehigh teams and the whole-hearted support of the student body. It is safe to predict that, win or lose, this year's team will carry on the tradition of "scrappiness" that is their heritage.



# College Opens

WITH A RUSH



**A**S FAR AS the program was concerned the opening exercises of the University, held on the afternoon of September 19 in the Chapel, were no different from those of preceding years. The exercises were opened as usual with that hymn familiar to all Lehigh men, "O God Our Help in Ages Past"; there was nothing unusual about the entering class of freshmen; Dr. Richards greeted the new students and introduced the new men on the faculty in his customary manner, all of which followed customary procedure. But through the door of the chapel could be heard the churning of the concrete mixers, the creaking of derricks and the clang of the hoisting signals, all arising from the bustling activity on the Packard Laboratory. Through the side windows came the sounds of chugging steam shovels and the thundering of heavy trucks busily engaged in making the excavations for the new addition to the library. These two building operations might appear to have no direct bearing on the opening of college this year but the spirit of progress exemplified in this work seemed to make itself felt in these exercises and in fact has added zest and new life to every activity on the campus. In his introductory remarks, Dr. Richards told the new men that they could look forward to using the new laboratory and the library next year, pointing out with enthusiasm what these added facilities will mean to them.

In short the opening of college this year was more than the mere resumption of classes, laboratories and other routine activities of the campus. It presaged the opening of a new era in Lehigh's life and while the material benefits will not be derived from these buildings for another year, the intangible effects have already permeated every activity of the University.

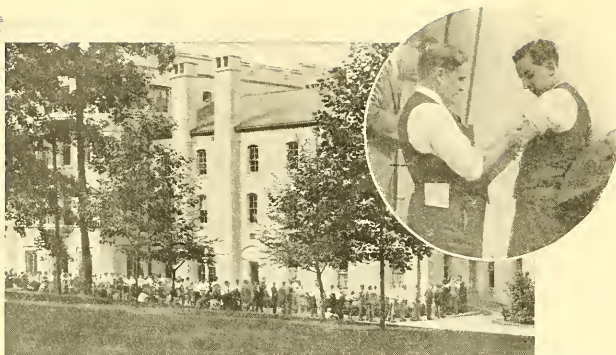
**THE REGULAR** registration period ended with the starting of classes on the morning of September 20. but new students are being admitted as this is being written so that complete enrollment figures are not yet available. There is every indication that the enrollment will again number 1,500 with a freshman class well above 500. There has been a slight shifting of numbers in favor of the Colleges of Business Administration and Arts and Sciences among the new men. The engineering students in the freshman class are slightly fewer in number than for the last few years.

This is principally the result of the growth of a general tendency for young men of high school age to prefer a business career to that of an engineer. From all appearances, these Lehigh alumni of the future appear to be as enthusiastic and sincere a group of youngsters as ever climbed the slopes of South Mountain.

**I**N HIS address Dr. Richards impressed upon the student body the important part a well-organized and systematic education plays in maintaining a proper balance in the present mechanical age. He urged the new men to avail themselves of the opportunities before them so as to be equipped to make real contributions to the further progress of the race. In his introduction Dr. Richards pointed out the important part Lehigh has played during its sixty-two years of existence in the industrial and scientific life of the nation, during which time tremendous progress has been made in these fields. He explained the effect these great advances in science have had on the social and economic life of man declaring that "every discovery or invention that man has made has resulted in economic and social readjustment, many of which have had such far-reaching consequences that those immediately concerned have found them difficult to make and often painful in the making. A new invention, like that of the steam engine, and its application to specific industries, reduced the amount of labor required in these industries and necessitated the absorption elsewhere of the labor thus released. To those immediately affected, such readjustments are disastrous, at least for a time.

"Each generation from the beginning has had its own problems to solve, and, in its own way, often a bungling way perhaps, it has solved them. I have an abiding belief that this and future generations will continue to meet successfully the changing and often difficult physical, mental and spiritual readjustments that expanding knowledge and invention, and the consequently changing world, entail.

"The oft repeated assertion that in this 'mechanized age' man has lost his soul and that he has become a mere cog in a vast machine that will engulf him is pure hokum. It is man's lot to work to live. Never in history has his work been easier or the conditions of his living more favorable. This mechanized age has lightened the burden of labor, even though in every case it



Orientation Week for Freshmen includes thorough physical examination and the vaccination of every new man to determine his immunity or to render him immune to small pox. The line forms on the left where frosh await their turn, while in the inset, Dr. R. C. Bull, head of the Students' Health Service is shown at work—quick Watson, the needle.

may not have increased its interest; and the development of automatic machines and mass production have made it possible to convert more effectively than heretofore the unintelligent and mentally deficient into useful and self-respecting members of society. Granted that as yet man has not made as effective use of his new freedom as might be desired and that he is for the moment dazzled by the toys that science has placed in his hands, I have no fear of his self-destruction but every hope that his soul will catch up with the advances in the material world, if indeed it has actually ever lagged behind.

"To this end, may I repeat my belief that education that will develop both the soul and the mind is the best panacea that I am able to suggest for the amelioration of human ills.

"To you young men who represent the student body of Lehigh University, and particularly to those of you who are here for the first time, I desire to emphasize again what has been said many times before, that the University is doing everything in its power to offer you the best that education affords with the hope that if you avail yourselves of it you may become better prepared to live richer and more effective lives and to make real contributions to the further progress of the race. The University, however, can do little for you without your whole-hearted co-operation, for, after all, education cannot be acquired like a new suit of clothes, but only by persistent personal effort. The University does not educate you; it merely aids you to better educate yourself."



Of the changes in the faculty announced by Dr. Richards, one of considerable interest to alumni was the promotion of Stanley S. Seyfert, '04, from Associate Professor of Electrical Engineering to the rank of a full professor and acting head of the Department. James S. Long, '14, and Stanley Thomas were also promoted to professorships in their respective departments, Chemistry and Bacteriology. There were also a number of other promotions. Three professors are absent on leave, H. W. Wright, Latin; H. V. Anderson, Chemistry; and T. E. Butterfield, Mechanical Engineering. Three others who have returned after a leave of absence are A. A. Diefenderfer, '02, L. R. Drown and J. M. Toohy.

There were a number of new appointments, some of which are as follows: Dr. Donald E. Anthony and Dr. Ward L. Bishop, Assistant Professors of Economics; Dr. A. F. Pauli, Assistant Professor of Latin; Dr. Whiton Powell, Assistant Professor of Accountancy; John G. Earle, '26, Instructor in Mechanical Engineering; Wilbur E. Harvey, '27, Instructor in Metallurgical Engineering; Charles W. Simmons, '28, Instructor in Chemical Engineering.



On August 3 the Board of Trustees awarded the contract for the rebuilding of the Library to Jacob and Youngs, of New York City, noted for their monumental structures in the Gothic style, including the Cathedral of St. John the Divine. The estimated cost of the completed building is \$582,000. Ground was broken on September 10. Photo on the left shows excavation. Above, the "bridge of sighs" temporary entrance to the library via a second story window. The big Faculty Room in the Alumni Memorial Building is serving as a temporary reading room during construction.





# Teaching the Young Idea to Shoot in the Good Old Summer Time

*Rod and Gun Railroads Built Over Blue Ridge  
Hills, Assayists Test Their Ores and Flunkers  
Reform in the Biggest of Summer Sessions*

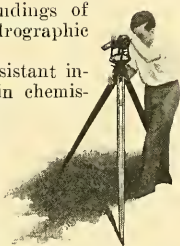
**F**OUR hundred and sixty-six students attended summer sessions at Lehigh this year, a larger number than ever before. Required courses for engineers—surveying, assaying and engine lab—were given from June 6 to July 2. A course in railroad surveying for civils extended from July 4 to 16. “Second” summer school, in which opportunity is given for students to work off conditions or anticipate work of their next term was conducted from July 6 to August 16. Thus there is only about one month in the year when the Lehigh plant is “out of production”—a month incidentally, which provides a welcome opportunity for alterations and repairs to buildings and grounds. There may be some reasonably good arguments for the abolition of summer school but aside from its traditional place in Lehigh life, there appear to be equally good reasons for retaining it. The intensive drill in a single study (no one may take more than two subjects) appeals to many students, and it is not unusual for a boy to get his first real insight to the beauty of some branch of science at summer school.

Saylor’s Lake, a beautiful spot in the Blue Ridge hills of Monroe county, was the scene of the work in surveying. Two hundred and twelve men were enrolled for these courses under the direction of Professors W. L. Wilson and S. A. Becker. The courses included training in the use and manipulation of instruments, levelling, traversing, base-line measurements, triangulation, stadia, plane-table hydrography, determination of meridian, etc. Railroad surveying includes preliminary location, topography, paper location, final location, tangents, curves, spirals, grade and slope stakes, earth-work and other field work just as it presents itself to the surveyor in practice. The theory of surveying is taught in lectures and recitations held the first hour in the morning. Weir measurements, water

temperature measurements, soundings of lake, etc., are included in hydrographic work.

R. D. Billinger, ’21, who is assistant instructor and graduate student in chemistry at the University of Cincinnati, conducted the course in assaying this summer in the absence of Professor Diefenderfer, who was abroad doing graduate work. Thirty-three men took this traditionally enjoyable course in which the sophomore chemists are initiated into the characteristic camaraderie of the Chemistry Department. The optional courses were given by members of the various departments who were able to remain in Bethlehem during that period.

The summer sessions were under the direction of Vice-President N. M. Emery and required the services of forty-two members of the teaching staff exclusive of a number of student assistants in surveying. Thanks to the efficient management of Dr. Emery, the sessions were self-supporting this year. Two hundred sixty-seven men were enrolled in required courses and 247 took optional work. The enrollment included 26 women students and 21 graduate students. The following tabulation shows the variety of subjects offered during the summer session with the number of students registered in each.



Summary of Attendance (Duplications excluded)	
Required Courses	
Chemistry .....	33
Civil Engineering .....	212
Mechanical Engineering .....	22
Total attendance, Required Courses.....	267
Optional Courses	
Biology .....	1
Business Administration .....	66
Chemistry .....	32
Civil Engineering.....	5
Electrical Engineering.....	16
English .....	67
Geology .....	6
German .....	8
History and Government .....	33
Latin .....	11
Mathematics and Astronomy .....	98
Mechanical Engineering .....	8
Philosophy, Psychology and Education .....	44
Physics .....	36
Romance Languages.....	13
Total attendance, Optional Courses.....	247
Total attendance, All Courses.....	466



# Why Not Apply Lehigh Leadership to Combating "Volume Without Profit"?

*Industry is "Sensing the Senselessness of Profitless Prosperity" Says L. S. Horner, '98, Calling Upon Lehigh Men to Lead the Way to Better Business Practice\**

**I** SELL you the suit for \$25," said Moe, "and I'm telling you I lose money." "But how can you do business that way?" asked the hesitating customer.

"That's all right, that's all right," Moe explained. "Understand, *I sell so many of them!*"

Moe was a great deal wiser than many business men. He was merely kidding a customer whom he probably would never see again, for Moe's store was near the depot. Many business men are kidding themselves and are getting to a position where they cannot escape a show down.

They are doing what no self-respecting Moe ever actually would have done; they are selling their products below cost, or what is just as bad, below cost, plus a healthy, living profit. Industry needs a living profit just as surely as labor needs a living wage. Selling prices that do not provide for such profits are in effect below cost because they draw upon the vitality of a business, stifle incentive, tie a leaden weight to progress, and becloud that bright star of hope in a happier and more prosperous future which means as much to a business or an industry as it means to an individual.

If you think I am a bit too severe read this from a speech by Dr. Julius Klein, head of the Bureau of Foreign and Domestic Commerce:

*"A leading line in the machinery industry showed a net turnover amounting to \$14,000,000 a year, but a check-up of the ten companies in that line indicated total profits of only \$130,000. The wage earners in this industry and the tradesmen supplying their wants naturally were prosperous, but evidently so far as its stockholders were concerned the industry was really 'much ado about nothing'."*

I believe I know the division of the machinery industry to which Dr. Klein refers, and I am sure that a business that is running on less than 1 per cent. profit deserves something stronger than Dr. Klein's Shakespearean reproof.

We have only to examine the causes of inadequate profits which are slowly but surely revealing their impoverishing effects to determine where the blame lies. If we look about us we cannot for a minute assume that general economic conditions are at fault, for the supply of credit, the velocity of circulation, and the processes of production and widespread distribution



*L. S. Horner, '98, President of the Niles-Cement-Pond Company, is recognized as a leader in the machine tool industry. Familiarly known as "Jack" to many Lehigh friends, he is a vice-president of the Alumni Association.*

are at high pitch. The causes are to be found in lack of co-operation and persistence of destructive price competition. Obviously, the blame comes home to roost on the shoulders of the executives who control relations with competitors and general policies of pricing.

Since economic conditions are not at fault, and since the fault lies with executives who can, happily, mend their ways, the situation is one which can and should be improved. In fact, it is already receiving constructive attention in my own industry, through the National Machine Tool Builders' Association, and in a great many other industries.

Looking at the facts squarely, it seems strange that labor, criticised for policies which have appeared to be short-sighted, is today enjoying the highest real wages, while much vaunted management has brought capital under circumstances making for diminishing returns. The reason for labor's recent rise and capital's decline is that labor profits by the producer's mad drive for volume and still more volume, while the producer suffers from the intensified competition that results. Labor has worked to one end with commendable loyalty to its fellows, while in industry the executive heads of individual concerns have tried to go it alone. Our executives have gone the limit in improving plant efficiency, bettering products, reducing costs, perfecting distribution, but they have scarcely given a thought to the aims they should hold in common with other leaders in their industry.

That is why, with individual plants running smoothly, whole industries are uneasily sensing the senselessness of "profitless prosperity." They have missed the peak of prosperity because they couldn't see the way from their isolated heights of selfishness.

**I**T IS all right for an executive to feel a selfish concern for the welfare of his own corporation, but business needs the sort of enlightened selfishness which, like charity, may begin at home but shouldn't end there. The trouble has been that executives have not recognized all their responsibilities. The old notion was that the executive had definite responsibilities to his board of directors, the stockholders and the employees. Further enlightenment added the public to the list. With the growth of trade associations there

\* Adapted from an article in Forbes Magazine for March, 1928, by L. S. Horner in an interview with J. G. Donley. It is reprinted by courtesy of B. C. Forbes, Editor.



has become evident a fifth component of this directive force that informs corporate policies—responsibility of the executive of the individual company to the industry as a whole.

The responsibility seems very personal and human, as indeed it is, when we think of individual companies as partners and directors of a great industry. The various concerns in a single industry are partners, too, in the practical sense that *what is bad for one of them is bad for the industry and what is bad for the industry works back through to the detriment of each of the partners*. And that explains exactly why the executive does have a very real responsibility to his industry; because the effects, good or bad, of his policies are felt by the whole group.

For all the intangible things which taken together through the years place a corporation high or low in the public esteem the executive is as surely responsible to his industry as for such tangible transgressions as deliberately selling products below cost to gain a temporary advantage over another concern.

Eventually the evil effect of an unprofitable price level is felt even by those who may have enjoyed temporary benefits—the buyers and users of the product. *An industry that is denied a living profit cannot improve properly its products through expenditures for research and betterment of plants and equipment*. Its products will deteriorate rather than grow better, and its ranks are likely to be thinned by inevitable mortalities.

The picture of the ultimate destruction of the producer by his own destructive practices may seem extreme, but I recently learned of an industry which had that experience. Now the purchasers of the product, which is a specialty highly essential to them, are hard put to it for supplies. Those who benefited for a time from the price competition have had to set up plants of their own and are finding that it would have been cheaper had they insisted upon protecting the suppliers in the first place by paying a price that would yield a living profit.

**W**HY does destructive price-cutting persist? First because many executives still lack the saving sense of responsibility to the industry. Because they have not encompassed the broader vision, they are the victims of vanity, suspicion, and perhaps even malice. Vanity makes them cut prices to pride themselves on landing a contract; suspicion lays them open to the fallacious belief that a competitor has something new up his sleeve; malice may blind them to their own injury when a competitor's business is taken away from him at any price. Another cause is ignorance. It is a sad fact that many concerns delude themselves with inadequate accounting systems and actually do not know their true cost.

The aim of industrial co-operation is not high prices. Where prices have been deliberately low there is, to be sure, the hope that a "live and let live" sentiment will result in the higher prices necessary to obtain fair profits. The aim is to protect profits through only such fair and lawful means as are dictated by good sense. In the end such action benefits everybody because it

promotes financial health—and in business, health is as contagious as measles in a boarding school.

And when destructive price-cutting is condemned there is no purpose of finding fault with price reductions that follow naturally in the wake of mass production or other methods that reduce costs. One of the best ways to bring about ultimate reductions in the cost and in the selling prices of any product is by whole-hearted co-operation within an industry which aids in preventing severe readjustments, stabilizes production, reduces unproductive plant investments, makes known true costs, spreads knowledge of the most efficient methods, and wins the respect of purchasers.

**N**O longer can an executive rightfully think of his corporation as an individualized entity. The days of self-centered concerns that were a law unto themselves have gone forever. Business is becoming

more sociable in every way and the executive who looked upon the heads of competing concerns almost as personal enemies is a thing of the past. We are getting on friendlier terms, and the business life is a happier life.

The old distrust remains the greatest obstacle to intelligent co-operation between the members of an industry, for Supreme Court decisions have cleared the air of the doubts that prevailed three or four years ago.

Everybody should understand, of course, that industrial groups cannot, directly or indirectly, agree upon a fixed price for their

products, no matter how reasonable it may seem to be; neither can they, directly or indirectly, allocate markets or agree to curtail production. But no enlightened leader of industry wants to do any such thing. The able executive jealously insists that it is forever his right to determine his price and profit and how large his production shall be, and he is entitled to that personal right, *provided* he protects his stockholders, his employees, and his industry.

As a basis for price stabilization, the members of an industry can—it is essential that they should—establish a uniform method of cost accounting. They should also discontinue price-cutting practices as are represented by wilfully neglecting to make fair service charges, or by undue allowances of various sorts. For guidance as to agreements on good and bad practices, every group is entitled to and should seek the aid of the recently constituted Division of Trade Practice Conferences of the Federal Trade Commission.

And, in order that individual executives may see clearly the relation of their own companies to the industry as a whole, they may collect and distribute accurate statistics. In the words of Mr. Justice Stone of the United States Supreme Court, *"the Sherman Law neither repeals economic laws nor prohibits the gathering and dissemination of information."*

Our anti-trust laws are wise and just, and we owe them more than passive observance. Think, for a moment, how the old-time trusts were wont to back a troublesome but weaker competitor up against a wall and batter the very life out of him with every unfair competitive weapon imaginable. Then compare with the growing enlightenment of modern competition—and be thankful!

# "What's Austy Got?"

The Question That Everyone Asks As Football Season Gets Under Way Is Answered  
by Walter R. Okeson

**T**HE ALUNNUS approaches with outstretched hand and pauses—as a rule, not always—long enough to ejaculate, "Lo, Okey" before the inevitable, "What's Austy got?" A peculiar question it would seem to an outsider both in form and substance especially when it comes from one of two men quite evidently meeting each other accidentally. But to me it is highly intelligible and all that is required to launch me into the avalanche of words now confronting you if you intend to read this article. You probably will read it because you want to know something of our football prospects but will take it all with a grain of salt. I am afraid you always discount my opinion of a Lehigh team. To quote one alumnus, "Okey is a pretty good judge of any football team except Lehigh's. The worst Lehigh team that ever stepped on the gridiron looks to him like the best team in the history of football."

Well I admit that my optimism has cost you fellows money in the past but the last three years have pretty thoroughly dampened my enthusiasm and I now approach the topic of Lehigh football prospects in a somewhat pessimistic, not to say jaundiced, state of mind. You won't get an awful lot of enthusiastic comment except on one subject—the coach.

To my way of looking at it the biggest asset Austy has is—Austy. Not since the days when I knew Fielding Yost as a youngster breaking into the coaching game have I seen a man who so literally eats, sleeps, *lives* football as does our new head coach, A. Austin Tate, Lehigh '16. He reported for duty here last February and since that time he has been on the job every waking minute of the day and dreams formations all night. His whole heart and soul is in his job and he is bubbling over with pep and confidence. If his players catch some of his spirit they will play good football in spite of every handicap. Only a set of hook-worm addicts could fail to be fired by Austy's intensely vivid determination to give Lehigh a team and I assure you that one minute's survey of our gridiron any afternoon would convince you that no hook-worm ever found lodgement in any of the sturdy bodies of the eighty or more candidates for the 1928 team. If by any chance one has, then both the hook-worm and his host will certainly be found decorating the top row of the bleachers on the day of the first game and Austy



Capt. Jack Kirkpatrick

will probably burn the suit for fear the laziness germ might bite some other candidate.

The fact is these youngsters are a mighty nice looking set of physical specimens. They don't lack in weight or height or strength. A little more speed would be acceptable, but a few of them are pretty fast steppers at that. What they mainly lack is college football experience and that is a big handicap. Of course occasionally a green team runs wild but it is *very* occasionally. This gang may do that this year and if they do all pre-season dope goes to the wastebasket. There is absolutely no figuring a good football team when it becomes inspired with absolute confidence in itself. It will calmly knock off the headliners with an ease that makes the experts gasp. But a green team lacking that supreme confidence is simply—a green team.

I tell Austy if he wins 4 games he has had a successful season and we will all be satisfied and feel that we are on our way back. Austy assents politely but in his eyes I see a far away look and I know that he is mentally visualizing his team taking the measure of Princeton, Harvard and Lafayette. I don't want to disturb that superb confidence but it won't do for the rest of us to expect miracles. They may happen but we ought to be satisfied with something short of the miraculous.

Barring accidents, Tate and his two Lehigh assistants, "Chuck" Hess and "Hymie" Goldman are going to get the very best there is, out of our squad. They know exactly what they are about and are tackling their problem in a thoroughly businesslike manner. Every man on the team from Captain Kirkpatrick down knows the moment he stops playing football that out he goes. As between a 200 pounder who won't fight and a 115 pounder who will it wouldn't take Tate a split second to decide with "Chuck" and "Hymie" voting a loud "Aye."

However there are no 115 pounders among the candidates. As I look down the list I see 4 men weighing over 200 pounds, 5 weighing 190 or over and 8 who tip the scale at better than 180. Seventy-five percent of the squad of eighty men weigh over 160 pounds strip-



Austy teaches 'em to charge low. Line candidates charging under ropes.



ped. These are no little babes in arms. From last year's team we have Captain Kirkpatrick and Jack Levitz at tackle standing 6' 2" in their socks and weighing two hundred pounds each without artificial adornment. No coach ever had a more beautifully perfect pair of tackles as far as build goes, and if they deliver as they should *there* is the heart of your defense. At guards Andy Lehr, Interscholastic wrestling champion, and Waldman are varsity players of experience, Lehr standing 6 feet and weighing 186 pounds is quite a contrast to Waldman who only has a length of 5' 7" in which to pack his 200 pounds. Ayre had experience at centre last year. He stands 5' 10" and weighs 180 pounds.

The ends are rather inexperienced although Landis (6' 0", 168 pounds) and Brennan (6' 3½", 180 pounds) are Seniors and have had seasoning first on the scrub and last year on the Varsity. Brennan, however, played at tackle last year. At quarterback Flynn (5' 5½", 140 pounds) and Bennett (5' 9", 160 pounds) were both letter men on last year's team. Other back field men of Varsity experience are Davidowitz (5' 10", 176 pounds), Hand (5' 7", 140 pounds), Van Blarcom (5' 9", 170 lbs.), Johnston (5' 10", 168 lbs.) and Trantum (6' 0", 160 pounds). Finally among the men of experience is "Tubby" Miller, tackle on

last year's team and now back in the position of fullback which he played in his prep school days. "Tubby" stands 5' 11" and bangs the beam at 215 pounds.

Few of the above men however have played more than one year on the Varsity and many of them are going to have a hard time holding their positions against the stiff opposition furnished by last year's freshmen and the graduates of last year's scrubs. At end we find men like Chamberlin, Purvis, Rushong, Beachler, Haas, Shea and Hansen. At tackle Robrecht, Neath, Shenton, Enseece, Eckholm and Motion. At guard Twigger, Gadd, Klein, Evers, Hoaster and Badgley. At centre Hall, Stutz, Jones and MacDougall. At quarterback Elliott, Angeles, Dans and Seward are hot on the trail and I might say at this point that "Cowboy" Elliott, a product of the Bethlehem

High School and quarter on last year's Freshman team, would be welcomed on any football squad. He gives promise of being a real open-field runner. At halfback there are some fast youngsters but most of them light such as Fritts (158), Blood (152) and Lamb (145) and several heavier ones such as Oller (175), Harris (175) and C. Lehr (170). At fullback in addition to Miller, Van Blarcom and Trantum we have Lattig (165), J. M. Heilman (165) and F. A. Jones (147). Of course there are others who may and probably will come into the limelight as the season advances and completely eclipse ones who now look like the leaders.

Well there is the picture and as to predictions—I have none. That it will be a better team than we have had for several years I feel sure but that is not saying a great deal. Much, if not all, depends on what kind of a heart each man carries under his shirt front and whether a back-bone or something more colorful but less valuable runs up and down his back.

Here's wishing them all the best of luck and if they are fighters they will find us with their heart and soul, win or lose.

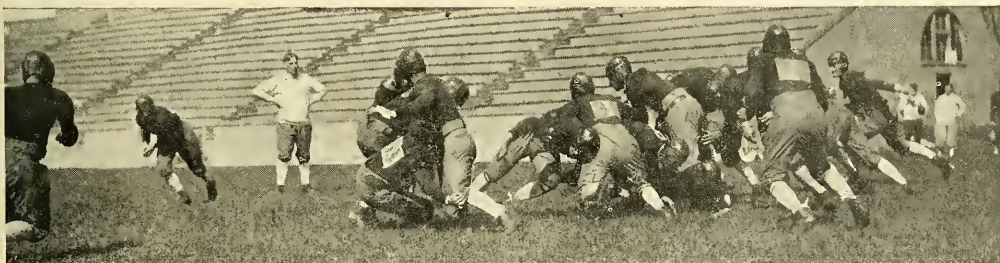
#### THE FRESHMAN SQUAD

It is really too early to say much about the prospects of the Freshman team. Captain Hyde, with

"Bob" Adams' ('26) able assistance, has already started work on them and he is certain he has several outstanding youngsters in his squad of seventy after a single afternoon survey. My guess would be that the Captain has a harder job than did Ansty last year. The boys are big and willing but many of them lack any great knowledge of the rudiments of football. They don't look to me as good as did last year's material. All the more credit then to the Captain and "Bob" if they turn out a winning combination. One thing they have in their favor and that is these boys seem in deadly earnest. They don't look as though they are the kind that can "take their football or leave it alone." I suspect it won't be a pleasant job to play them even if you are beating them. "Here's to '32" (and I entered college in '91. That's a hard one to laugh off.)



The All-Lehigh Coaching Staff  
"Heinie" Goldman, '21, "Ansty" Tate, '17, and  
"Chuck" Hess, '26



Hess sizes up backfield candidates in an early scrimmage.

## LEHIGH MEN LEAD WAY IN FORMULATING ANTHRACITE RESEARCH PROGRAM

THROUGH the efforts of S. D. Warriner, '90 and A. C. Dodson, '00 in co-operation with President Richards, the anthracite coal industry is about to meet its growing problems with a program of research to which, it is hoped, Lehigh will be able to contribute. On September 20, a committee of combustion experts including S. W. Parr, of the University of Illinois; Henry Kreisler, of the Combustion Engineering Corporation, and A. C. Fieldner, of the U. S. Bureau of Mines, met with President Richards to talk over the problems of the anthracite producers and to formulate a plan for their solution.

That evening, the committee reported its recommendations to the operators at a dinner, where Dr. Richards summarized the proposed program. The experts recommended the organization of a research bureau to be headed by a director to co-ordinate investigations along three principal lines—production, utilization and purely scientific investigation. Under the head of utilization would be included improvement of household devices and the effort to make the burning of anthracite more automatic.

All of the experts laid stress on the fact that marked progress in modern industry was almost always predicated on research, and that while the precise direction of such study was not always determined in advance, there was the assurance of experience that research persistently and intelligently carried on led to better methods, economies and therefore better service to the consumer. "Almost any practice," Dr. Fieldner said, "that is ten years old could and should be improved." S. D. Warriner, speaking for the large group of operators who listened to the experts until a late hour, assured them that the anthracite industry would be prompt to take advantage of their advice.

Among those present were: S. D. Warriner, '90, of Philadelphia, president of the Lehigh Coal and Navigation Company; John M. Humphrey, '89, of Wilkes-Barre, president of the Lehigh Valley Coal Company; C. F. Huber, of Wilkes-Barre, president of the Lehigh and Wilkes-Barre Coal Company; C. E. Ash, of Wilkes-Barre, vice-president of the Lehigh and Wilkes-Barre Coal Company; A. B. Jessup, '96, of Hazleton, vice-president of the Jeddo-Highland Coal Company; A. C. Dodson, '00, of Bethlehem, president of Weston Dodson and Company; Daniel T. Pierce, of New York, vice-chairman of the Anthracite Operators' Conference; Thomas Dickson, of Dickson and Eddy, of New York City; E. H. Fuender, of Madeira, Hill and Company, of Frackville; James Prendergast, of M. A. Hanna, of Cleveland; W. P. Jennings, president of the Temple Coal Company, at Scranton;

Elriot Farley, president of the Delaware and Lackawanna Coal Company, of New York City; T. H. Doughty, mechanical engineer of the Lehigh and Wilkes-Barre Coal Company; T. M. Dodson, '00, of the Weston Dodson Company, Bethlehem; E. W. Parker, secretary of the Anthracite Coal Operators of Philadelphia.

### Football Applications

Graduate Manager Petrikin announces that mail orders for tickets to home games sent him at Drown Hall will be promptly filled. The Muhlenberg and Rutgers games are the only home games for which reserve seats will be sold. For these two games reserve seats will sell at \$2.00 and general admission at \$1.00. For all other games straight admission of \$1.00 will be charged.

It has been necessary to entirely discontinue the practice of parking automobiles in the driveways near the gymnasium. Alumni who drive to games are therefore requested and advised to park off the campus.

### Reed, '27, Represents Lehigh on Olympic Wrestling Team

Lehigh had a representative among the athletes on the United States Olympic team this past summer in the person of "Jimmie" Reed, doughty captain of our 1927 wrestling team and twice Eastern Intercollegiate Champion in lighter weights. Reed was an alternate in the 123 pound division of the Olympic wrestling team. The man who had first call in this class was Robert Hewitt of the University of Michigan. Even though Reed did not compete at Amsterdam he made the trip with the teams and furnished excellent competition for Hewitt in practice sessions. After the Olympics were over, Reed competed in meets in Switzerland and the British Isles.

While on the subject of Olympic Games, an incident which was recounted in the sporting columns of the *Bethlehem Globe-Times* by Fred Nonnemacher, this past summer may be of interest to alumni who were in college in 1911 and 1912.

It described the awarding of one of the first Olympian olive branches in 1500 years to Thomas E. Burke, our track coach in 1911-12. This had occurred in 1896 when the Olympic games were resumed in Greece for the first time since 394. Burke was one of nine athletes representing this country in track and field and he won the 100 and 400 meter races, being one of those who blazed the trail for this country's subsequent successes.

### Memorial Established in Memory of C. E. Webster, '98

The name of Charles E. Webster, Jr., '98, who died November 5, 1922, will be perpetuated on the Campus by the establishment of a memorial fund, the proceeds of which are to be used for the purchase of books for the University Library relating to French literature. Miss Margaret B. Webster, his sister, has presented the funds for this permanent memorial, which was gratefully accepted by the Board of Trustees.

After graduation from Lehigh, Webster took his M.D. at Columbia and was for many years a practicing physician in New York City. During the War, he served as a Major in the Medical Corps, went to France with the A. E. F. and was decorated by the French Government with the Croix de Guerre for valor in the battle of Mont Kimmel.



### Harry Fretz and Morris Kanaly Join the Benedicts

Two well-known members of our faculty, who were considered by many as fixtures in the ranks of the bachelors, were victims of Cupid's wiles during the summer and both are back on the job again, as confirmed benedicts. In case you don't recognize them in the picture they are Harry Fretz and Morris Kanaly, of the Geology and Physical Education Departments, respectively.

Morris was the first of the two to take the step when he was married to Miss Emma Louville, daughter of Mrs. J. L. Bennett on June 17, at Millis, Mass. Harry was married to Miss Adele Steele, daughter of the Hon. H. J. and Mrs. Steele, of Easton, Pa., on August 30 by Dr. Franklin Fretz. Prof. and Mrs. Fretz have established their residence at 42 West Market Street, Bethlehem, which had been the home of Prof. and Mrs. William Esty until the sudden death of the former this summer.

Mr. and Mrs. Kanaly are also residing in Bethlehem. Immediately after their marriage they re-opened a summer camp for adults in the Maine woods where they had both spent several previous summers.



## "Bosey" Reiter Back on the Job Again After Sickness

During the first week or ten days of football practice there seemed to be something or somebody missing. Nobody could quite figure out what or who it was until one bright afternoon "Bosey" Reiter, our popular Professor of Physical Education put in his appearance for the first time this season, with his cheerful greeting for everyone and keen comments on the work of the players as they went through their paces. No football practice at Lehigh seems complete without Bosey on the job but this year he will be unable to take his former active part.

Ever since his severe heart attack last December, Bosey had been obliged to take a complete rest. He spent several weeks in the spring in Florida and the greater part of the summer in Maine. He arrived back here in Bethlehem a short time before college opened and will resume his duties at the gym as much as his health will permit. He looks as well as ever and has recovered from his illness but cannot exert himself in any way because of his weakened condition.

## Lehigh Club of Western New York Supports Tate

At the first meeting this season of the Lehigh Club of Western New York, held in Buffalo, Thursday, September 6, the following resolution was unanimously adopted and voted to head football coach A. Austin Tate:

"The Lehigh Club of Western New York orders the Secretary to notify Mr. Tate that they wish to extend to him their heartfelt cooperation and best wishes for a very successful season, and also want him to realize and know that he has their earnest support in his endeavor for their Alma Mater."

## Soccer Team Hopes to Continue Winning Ways

Coach Harry Carpenter's soccer team is off to an early start this year in hopes of continuing their winning ways acquired at the close of last season. They were going poorly until they suddenly struck their stride in the last few games, humbling the fast Navy team along with a strong Lafayette aggregation in successive games. This is the sport in which the Maroon has never come out on top.

Several of the candidates were back early this year and lost no time in getting their toes limbered up for accurate goal shooting a few days before regular practice was called. Coach Carpenter has a large squad of fast booters and what is still better, a veteran for practically every post except goal tender.

The team has undertaken an ambitious schedule this year, including Army, Princeton, Cornell, Lafayette and Navy. In fact there are no soft spots

## UNIVERSITY SHOCKED BY DEATH OF PROF. WM. ESTY, HEAD OF E.E. DEPARTMENT

**WILLIAM ESTY**, Professor of Electrical Engineering and Head of that Department at Lehigh for the past twenty-five years, died suddenly at the Pocono Lake Preserve, Monroe County, Penna., on July 6. The demise occurred as Prof. and Mrs. Esty and a group of friends were about to arrive at their destination at the resort. The car in which they were riding stalled on a steep incline to a bridge and while walking to a nearby garage for assistance, Prof. Esty suddenly collapsed and was lifeless by the time the other members of the party reached him. He had apparently been enjoying the best of health and his sudden death came as a severe shock to his many friends on the campus and in Bethlehem.

Prof. Esty was born at Amherst, Mass., on July 9, 1868, the eldest son of William Cole and Martha Ann (Cushing) Esty. He attended the high school there before entering Amherst College where he earned the degree of Master of Arts. He later was awarded the degree of Bachelor of Science at the Massachusetts Institute of Technology. Before coming to Lehigh he was a member of the faculty of the University of Illinois for eight years. In 1901 he came to Lehigh as Assistant Professor of Electrical Engineering. The Department of Electrical Engineering was formed in 1903 with Professor Esty at the head, which position he had held until his death. The Department progressed steadily under his guidance, his executive ability and personality being important factors in its growth.

He was the author of many books on electrical subjects. Among them are "Alternating Current Machinery," "Dy-



namo Laboratory Manual," "Dynamometers and Motors." He was also co-author of "Elements of Electrical Engineering." Professor Esty was a fellow of the American Association for the Advancement of Science, a member of the Society for the Promotion of Engineering Education and a fellow of the American Institute of Electrical Engineers. He was a member of the Psi Upsilon Fraternity and an honorary member of both Tau Beta Pi and Beta Kappa Nu.

Professor Esty is survived by his wife and three sons, William Cole Esty, of New Canaan, Conn.; John Cushing Esty, of White Plains, N. Y., and Lucien Coy Esty, of Bethlehem.

on the list. The season opens against Temple on October 6, on our field across the river. The other games come in the following order: Oct. 13, Haverford, home; 17, Army, away; 20, Princeton, away; 27, Montclair A. C., away; Nov. 3, open; 10, Cornell, home; 17, Swarthmore, away; 24, Lafayette, away; 28, Navy, away.

## Introductory Cards Available for Traveling Alumni

The Intercollegiate Alumni Extension Service, Inc., is ready to supply introductory cards to Alumni of the Universities participating in the service. Lehigh Alumni who patronize hotels regularly will find it advantageous to carry one of these cards to establish personal contact for them with the manager of the hotels. Address requests for cards to Intercollegiate Alumni Extension Service, Inc., 18 East 41st St., New York City.

## Institute of Research Applies for Patents

In the cooperative investigation of the properties of linseed oil by research fellows working under Lehigh's Institute of Research for the Archer-Daniels-Midland and Wm. O. Goodrich Company, processes of commercial value have been discovered and patents applied for. Three discoveries possessing apparent commercial value have been made and include:

(1) A general process for making esters of organic acids, among which would be included the glycerine ester of drying-oil acids.

(2) Preparation of pure esters of drying-oil organic acids with glycerine and other alcohols. This is a combined product and process patent.

(3) Addition of certain esters of drying-oil acids toward facilitating the grinding and incorporation of solid pigments.

# "Dear Dad"

Letters of a Lehigh Junior  
and His Lehigh Father



Dear Dad:

Sunday.

Five hours of football every day this week, helping to entertain and cart around a dozen frosh, getting the house in good running order again, and taking two res. That has been the program all week and I'm sure looking forward to the starting of regular classes on Thursday, so I can get a little rest. It's a lucky thing for our house that we have eight sophs, because there are only two juniors besides myself and two seniors left. Three fellows in my class and two seniors busted out in June. We thought we would be all set this year but this made us step around and look for some high class frosh.

Well, we're finally going to have a team. I've learned more football in two weeks than in the last two years. Boy, old Austy sure makes you step, but you like him all the better. Gosh, if anybody tackles like we did last year, I believe Austy will take him behind the field house and sit on him. You may not believe it, but we're going to spring a surprise this season, and how!

It sure will be a relief when next Saturday comes and this rushing season is over until next year. I guess the frosh have a great time out of it but it seems to get worse every year. Our sophs are doing a lot of it, but of course we upper classmen have to supervise the thing and profit by our experiences of past years. The Theta Xis have moved over to this side, into a house which belonged to the vice-president of the steel works. They got it all fixed up and it makes our house look pretty shabby in comparison. I guess we'll have to get busy among the Gamma alumni like yourself and see what we can raise to fix our place up a little. A house like that seems to have quite an effect on some of these frosh, but I guess some of them are too thick to appreciate a real crowd of fellows like we have. We have a couple of good boys pretty well lined up though. One is a back-field man and was a star pitcher in high school. The other is a crack tennis player and as he's taking Business, he's sure to stay in college. Some alumnus wished a couple of farmers on us from up above Williamsport somewhere. They are two of the wettest frosh I ever ran across. They wanted to know where the Tan Beta Pi house is, as somebody told

them it was an honor to make that frat. (They call them all "frats.") To cap the climax, one of the guys name is Hiram. We tried to wish them off on the Chi Doodles but they got wise and are taking us for a ride every chance they get. Somebody from their house called up the other day and said the man that milks their cow was on a drunk and would we send one of our new men up to help them out.

You ought to see the campus now. It looks more like some real estate promoter got busy and started a campaign. There's building going on everywhere you look. Of course you got a good idea of the Packard Lab when you were here on Alumni Day, but it surely is going up fast. They have all the steel up and half the walls. They started digging for the new library this week. I went over to pay my first visit to the Dean and he is all moved around. They put Freddy Ashbaugh down in the basement of the Alumni Building and Fred Meyers was telling us that he was fit to be tied. Then on the other end of the campus they have fixed up the entrance to the stadium so that there won't be much gate crashing this year.

I'll try to write you some more when this rushing season is "all."

Your loving son,

FRANK.

Dear Son:

Certainly times have changed if an undergraduate can start his Junior year and never refer to the fact that he is now an "Upper Classman" in the course of the first letter home. You made an awful fuss over the fact when you became a Sophomore, but passing out of the lower classes and becoming a "lordly Junior" apparently never fazed you. Don't you realize that you are now one of the college leaders, that the future of the University depends largely on your judgement and action, that hundreds of grubby undergraduates are dependent on you for advice and direction, that the world is now waiting in breathless expectancy for your pronouncements?

I used to wonder whether college fraternities were really of great value but I am beginning to think that they are a very important part of a college man's training. When I see how you chaps

shoulder responsibility for the welfare of the house, I cannot-but feel that the fraternity is giving you your first real insight into the trials and tribulations of housekeeping. Make the "Sophs" work, son. Give them of your store of experience. Stand ready to put the sale across and make the "Frosh" sign on the dotted line. You need them in your housekeeping. Each one helps to cut down your quota and relieves the strain on my pocket-book. Even if you have to take in one or two "farm-boys," don't feel badly about it. In this way a fraternity accidentally adds an occasional boy with brains. Of course I don't mean they would ever pledge an Abraham Lincoln or a Stienmetz, for we don't want "funny looking birds," no matter what their ability. But it is possible for a John Hay or a Charles Evans Hughes to get in, for their brains are concealed behind handsome faces which make us mistake them for "regular fellows" who never crack a book and who will take cuts with the best of us.

Sorry that our Campus is all torn up, but pleased that the Library is going ahead at the same time as the Packard Laboratory. We will have all the muss at once and be over with it, which is the main reason why I came through with an increased subscription to the Alumni Fund. I am proud to feel that I am playing a part in the development and prouder still to have a boy in college during this renaissance at Lehigh. I was a part of the old Lehigh and you are a part of the new. The old Lehigh turned out a pretty fine product largely because it had good raw material. The present material must be fairly good also, judging from how far down I have to go before I reach your record. Either your class is chuck-a-block with high grade men or else you don't assay as high as I thought. Suppose you bring home at Christmas an "L" won on the football field and in February a clean scholastic record on which I will have to hunt to find a "D". Of course an "L" is the finest letter in the alphabet, but "A's" and "B's" are highly respectable letters also. Here's to Austy Tate and Professor Fogg. Each one has my full permission to ride you and ride you hard.

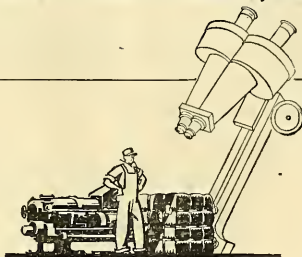
Your loving but hard-hearted

DAD.



# Here, *Gentlemen of the Committee,* is the answer of one industry

*No. 6 of a series inspired by the report of the Secretary  
of Commerce's Committee on Elimination of Waste*



## LOOKING OVER vs. OVERLOOKING

**I**T is the broad conception of industrial responsibility that overlooks no small detail of manufacture.

Is a ten-thousandth of an inch in the thickness of a mica condenser sheet important? Does a time-interval of a thousandth of a second matter? A thousandth of an ampere of electric current?

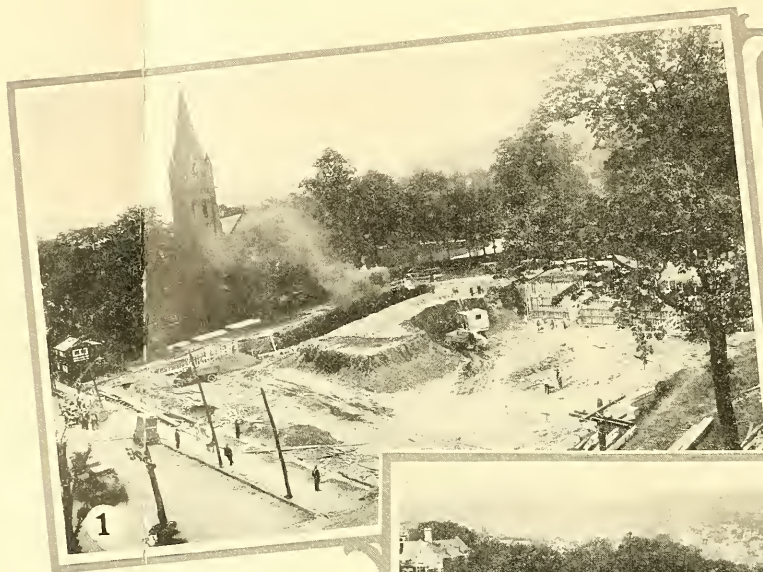
That Western Electric thinks so is manifested in its rigid inspections. Defects are detected at the source. Waste is confined to the stage of manufacture in which the defect occurs; and its cause soon discovered and removed.

Not only that. The principal user of Western Electric telephone apparatus—the Bell system—is safeguarded against cumulative operating difficulties. With the ever-growing complexity of the nation's telephoning machinery, the tendency of mechanical errors to multiply must be compensated for by greater accuracy in manufacture—and, in terms of inspection, by ever-increasing vigilance.

# Western Electric

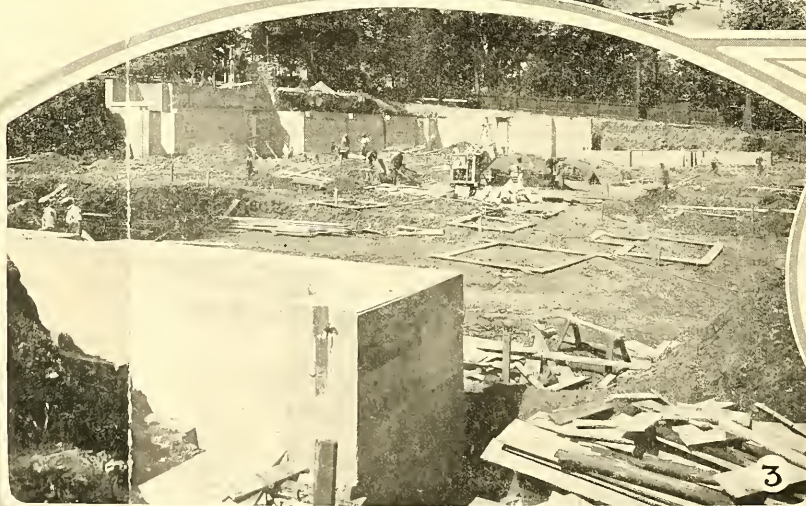
Purchasers... Manufacturers... Distributors





## Rapid Progress in James Ward Hall

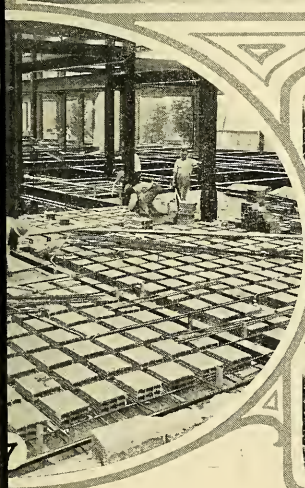
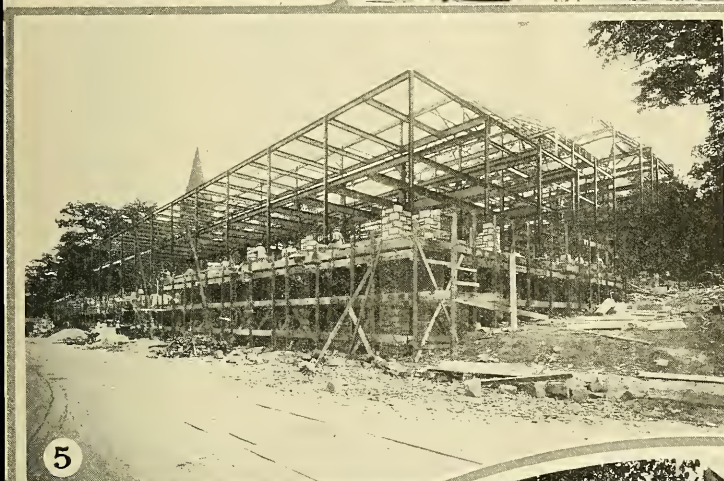
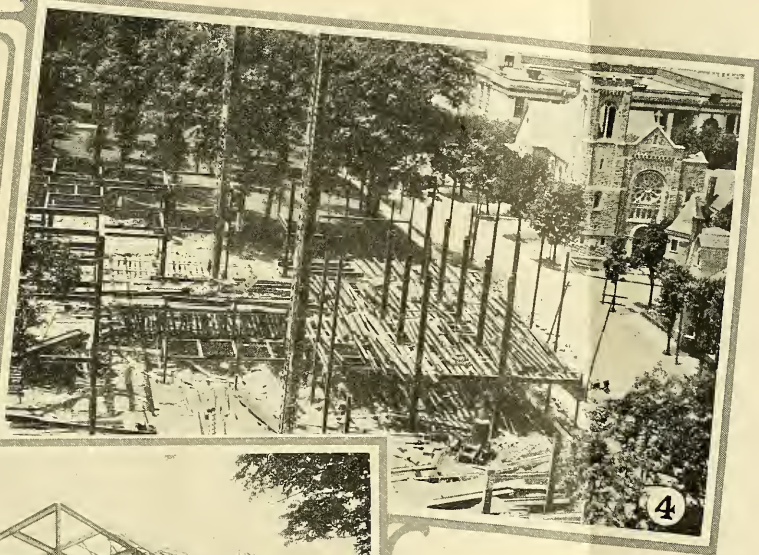
1. Excavation, viewed from the street.
2. Looking down from the hill.
3. Foundations and corner of the building.
4. The steel work sprang into place.
5. Rear of the building under construction.
6. Steel erection completed.
7. Floor construction. Looking from the ground.





# Construction of the Kard Laboratory

Packer Avenue.  
er Chapel.  
one early in June.  
almost over-night.  
ing progress on masonry.  
rom south-west corner.  
roof of auditorium in back-







## OBITUARIES

### Henry R. Linderman, '79

Henry R. Linderman died at his home in Newark, N. J., on June 11, 1928, after an illness of six weeks, at the age of seventy-one. He had been city manager of the Guardian Life Insurance Company for more than twenty years. He had been very active in the work of St. John's Episcopal Church.

He was born in Philadelphia, the son of Henry R. Linderman, the first Director of the United States Mint in that city. He is survived by his widow, Mrs. Harriet S., and a step-son, Roswell S. Wright, of Bloomfield, N. J.

### Charles Platt, '90

Dr. Charles Platt, prominent physician, author and professor emeritus of chemistry, at Hahnemann Medical College, died at his home in Ardmore, Pa., on June 14, 1928, aged 59 after a year's illness. Dr. Platt had long been a prominent figure in Philadelphia medical circles.

Although devoting the last few years of his life to writing, Dr. Platt took a keen interest in the solution of crime, besides writing voluminously on chemistry, education, sociology, psychology, and other subjects. At one time he was chemist for Thomas A. Edison at Llewellyn Park, N. J. For fifteen years he taught chemistry and toxicology at Hahnemann, besides practicing privately as a physician for nineteen years.

Dr. Platt was president of the National Probation Association and director of the Pennsylvania Commission on Penal Affairs and besides being a member of many prominent clubs, was a fellow of the Chemical Society of London and a member of the Founders and Patriots. He was a member of the Delta Upsilon fraternity.

He is survived by his widow, who was Miss Mildred Sellers Almy, and three sisters, Mrs. George Wiehman, of Montclair; Mrs. J. P. Webster, of Newburgh, N. Y., and Mrs. J. Solomans, Kingston, Mass.

### C. Kemble Baldwin, '95

C. Kemble Baldwin, vice-president of the Robins Conveying Belt Company of New York, died on August 9, 1928, in Los Angeles, after a lingering illness. Mr. and Mrs. Baldwin had been in the West since last Winter in an effort to improve the former's health.

He was born in Philadelphia, February 3, 1873, a son of Dr. Kemble and Sarah, nee Gray, Baldwin. He was graduated as an Engineer of Mines. He is survived by his widow, Mrs. Helen M. A. Baldwin, and two sisters, Mrs. Julia G. Biggs, of Philadelphia, and Mrs. Helen B. Hoffer, of Norristown, Pa. Funeral services were held on

August 14, at Holy Trinity Church, Rittenhouse Square, Philadelphia.

### C. A. Crane, '97

Clarence Austin Crane, founder, organizer and secretary of the General Contractors' Association, died in New York City on December 5, 1927. He was born in New York on October 18, 1874, and attended the School of Mines at Columbia University for two years prior to his entrance to Lehigh in 1893.

He held several important municipal engineering positions in New York and in 1909 founded the General Contractors' Association. He is survived by his widow, Edna Montgomery Crane, two daughters, Caroline and Edna, and one son, Warren C., as well as his father, two sisters, Sally B. and Mrs. J. Harvey Birch, and one brother, Frank W. Crane. He was a member of Mayor Walker's City Plan Committee, the Engineers Club, the Sons of the Revolution, the Masons, and the American Society of Civil Engineers. He was a member of the Beta Theta Pi fraternity.

### R. W. Bours, '00

Word was received in the Alumni Office during the Summer that R. W. Bours had died recently. No details were available. Mr. Bours belonged to Delta Tau Delta.

### J. A. Steinmetz, '00

Lieutenant Colonel Joseph A. Steinmetz, former president of the Aero Club of Pennsylvania, and distinguished for his contributions as an engineer and citizen in peace and war, died on July 11, 1928, after an illness of several months at his home at Westview and Wayne Avenues, Germantown, Pa. He was 58 years old.

In the infancy of aviation he took a keen interest in the new science and had been regarded since 1910 as a pioneer in the advancement of flying. His interest took especially interesting and valuable form in 1914, when he began to work out a series of inventions designed to protect cities from air attacks.

The Steinmetz "hook bomb" was adopted by the French and used in repelling attacks by Zeppelins. The bombs were suspended by wires from airplanes, with a hook to catch in the covering of a dirigible and explode the bomb.

Colonel Steinmetz founded the iron and steel firm of Janney, Steinmetz & Co. Colonel Steinmetz was president of Steinmetz & Co., Inc., of Philadelphia; director of the Globar Corporation, of Niagara Falls, N. Y., and founder of the Steinmetz Heating Company, Inc., of New York.

He is survived by his wife, who is the daughter of the late Judge Field, of Colorado; a son, Joseph Janney Stein-

metz, and a daughter, Miss Frances Margaret Steinmetz.

### A. W. Smith, '04

August W. Smith died suddenly at his home in Attica, New York, on May 1, 1928. No other details of his demise were learned. He was a member of Psi Upsilon.

### Eustace Eggie, '20

Eustace Eggie, an automobile dealer of Camden, N. J., died in the Cooper Hospital, Camden, on August 4, 1928, as a result of an attack of appendicitis. He was 29 years of age.

He was a member of Sigma Phi Epsilon, the Elks, and the Tavistock Country Club. He lived with his parents at 344 Browning Road, Collingswood, N. J. He is survived by his parents, two sisters, Augusta and Mrs. T. C. Wilmerding, and one brother, DeMotte.

### A. N. Elguin, '21

Augustin N. Elguin, of Santiago de Chile, died very suddenly in May, 1928, according to brief word received recently. He was a graduate civil engineer from the University of Chile, and a son of one of the leading independent copper producers in that country. He was a classmate and intimate friend of Leighton, '21, who is now Professor of Mining and Metallurgy in the University of Chile.

### F. B. Ancona, '22

Frederick B. Ancona died on June 6, 1928, a victim of illuminating gas poisoning, while preparing an early breakfast for himself. He was a member of Delta Upsilon.

### F. M. Willis, '28

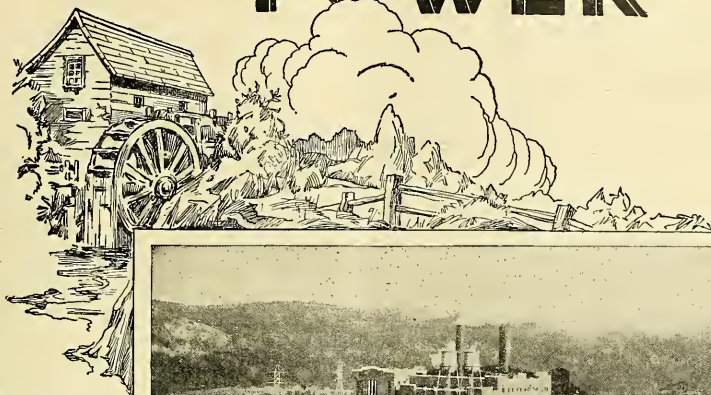
Francis M. Willis, an honor man in this year's graduating class, met a tragic death on June 16, 1928, four days after receiving his degree in civil engineering, when he was drowned in rescuing a youth from the waters of the St. Lawrence River at Thousand Islands. His efforts in saving the boy so exhausted him that he was lost before help could reach him.

He was one of the most popular members of the graduating class and, in addition to making Tau Beta Pi, was prominent in many other activities at Lehigh, including wrestling, track, football, the Interfraternity Council, Seaboard and Blade, the Phi Club and class cabinets. He was a member of the Sigma Phi Fraternity.

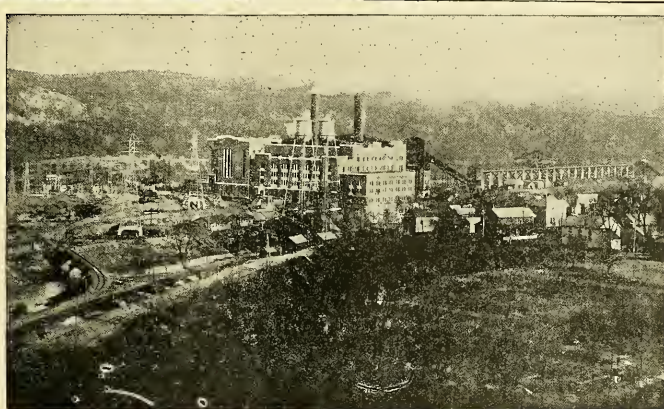
The fatality occurred on his twenty-first birthday. He was a son of Mr. and Mrs. Charles E. Willis, of 301 North Boulevard, Richmond, Va. In addition to his parents he is survived by a brother, Charles, who also attended Lehigh.



# POWER



## The Wheels of Progress Turn



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WHEN our forefathers built their primitive water wheels to use the power of running water, little did they dream of the super-power plants to be developed later. Nor could the early scientists, who first experimented with electricity, have conceived of the extensive uses to which it could be put.

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MEXICO CITY

LONDON, ENGLAND  
PARIS, FRANCE  
BRUSSELS, BELGIUM  
TOKYO, JAPAN

BUILDERS OF SUPERSTRUCTURES AS WELL AS SUBSTRUCTURES

## BIRTHS

### Class of 1908

Born to Mr. and Mrs. George Brothers, a son, on June 23, 1928, at Bethlehem.

### Class of 1918

Born to Mr. and Mrs. Francis Hukill, of East Orange, N. J., a daughter, Margaret Williams, on July 22, 1928.

### Class of 1919

Born to Mr. and Mrs. John B. Heilman, a son, John B., Jr., on June 6, 1928. According to his father, he is a prospective L. U. '50.

### Class of 1921

Born to Mr. and Mrs. H. W. Riebe, of Lansford, a daughter, Diane Ellen, on July 1, 1928.

### Class of 1922

Born to Mr. and Mrs. Francis Miller Huffman, a son, Edward B., on July 11, 1928, at Chicago.

Born to Mr. and Mrs. Clarence P. Salmon, of Rome, N. Y., a son, Edward Townsend, on September 10, 1927.

### Class of 1923

Born to Mr. and Mrs. Rodney M. Beck, a son, Rodney Maurer, Jr., at Pittsburgh.

### Class of 1924

Born to Mr. and Mrs. Taylor Cornelius, a daughter, Ann, on June 25, 1928, at Arvida, P. Q., Canada.

### Class of 1925

Born to Mr. and Mrs. Samuel P. Senior, Jr., a daughter, Sylvia, on August 13, 1928.

### Class of 1926

Born to Mr. and Mrs. Albert E. Jennings, a son, at Huntington Valley, a suburb of Philadelphia.

Born to Mr. and Mrs. Alfred A. Visintainer, a son, on July 4, 1928.

## PERSONALS

### Class of 1876

W. L. Raeder, Correspondent  
713 Quincey Ave., Scranton, Pa.

Walter P. Rice, of the Walter P. Rice Engineering Co., Cleveland, Ohio, and Mrs. Rice have just returned from Rice Lodge, Les Cheneaux Islands, Hessel, Mich., where they have been for the summer. During his undergraduate days Walter was editor of the first college paper at Lehigh, the *Lehigh Journal*, launched by the class of 1876.

Col. Billy Raeder, district manager and service representative of the Mutual Life Insurance Co. of N. Y. at Scranton, Pa., is regaining his usual "pep" after several months' convalescence. His doctor said, "too strenuous with his more than three score and ten years," and prescribed "putting on the brakes."

Loudon W. Richards, says Billy, a confirmed "old bach," is rounding out the golden days of a long, useful and strenuous life at "Nind Apawa," his

habitat on the Wilmington Pike, just out of West Chester, Pa., with the delightful companionship of his two sisters.

These three Alumni, in their undergraduate days at Lehigh, were most active in college "doings" and many present day institutions are of their creation. The university baseball nine was one. Billy Raeder, Captain, was second base and left field, Rice was center field, and Richards, pitcher and catcher.

Jack Calvert, of Philadelphia, a real estate expert, with offices on Sansom Street, is another old land mark of '76.

This quartet were back at the 50th reunion of '76 in June, 1926, and won the attendance cup with 66 2/3 per cent. They expect to take the cup at the 55th reunion.

### Class of 1888

H. S. Miner, Correspondent  
Wellsbach Co., Gloucester, N. J.

Members of the class of 1888 will be shocked to hear of the death of Fred Bates' wife. Mrs. Bates accompanied her husband East to his class reunion in June, and it was on the return trip that she caught the chill which resulted in her death from pneumonia on July 18.

The fortieth anniversary reunion is now a matter of history but it will not soon be forgotten by the twenty-six members of the class who were present on that occasion. The class dinner was largely devoted to reminiscences and somehow we seemed to bridge the years that have passed and were fellow students again. Most of the conversation was concerning our undergraduate days.

Some of our absent classmates had expected to be present but were compelled to change their plans at the last moment. C. L. Addison, assistant to the president of the Long Island Railroad Co., had to go to the eastern end of Long Island on urgent business. C. P. Coleman, who is now president of the Mt. Hope Bridge Co., of 44 Wall St., New York, was also called away at the last moment and could not come. S. H. Jencks, of Ebensburg, Pa., was unexpectedly called into Virginia on a business trip that compelled his absence from home for several weeks. M. V. Domenech had hoped to be able to come up from his home in San Juan, Porto Rico. He, too, was disappointed at the last minute. George H. Davis, of the Vermont Marble Co., Proctor, Vt., had hoped to attend and he also had to go in another direction on business.

C. E. Raynor, whose home is Montgomery, Ala., would have been present except for the length of the journey involved and this also applies to W. L. Neill, of Dallas, Tex.; G. P. Connard, of Reading, Pa.; H. T. Hartman, of Chesteron, Md., and Osmond Rickert, of Hazleton, Pa. Each wrote expressing his regrets at his inability to be present.

Major C. L. Banks, U. S. A., of the Hospital Station, Presidio of San Francisco, Cal., received all the class reunion correspondence upon his return from China on July 30. He is motoring across the continent to his old home in Bridgeport, Conn. He hopes to see many of the classmates before returning to California in the Fall and so make up in part for having missed the reunion.

Calling the class roll at our dinner enabled us to get track of Samuel Prescote, whose address is Birdsboro, Pa. A. H. Babcock was located with the Southern Pacific Co., San Francisco, Cal.

Prof. Winter L. Wilson, of Lehigh, since the death of his wife early in the summer, has taken up his residence with his son, Alvin, '21, at 1118 W. Market St., Bethlehem, Pa.

Howard S. Nieman, patent and trade mark attorney, and editor of the *Textile Colorist*, has been elected national secretary of the American Institute of Chemists.

Those present at our reunion were: F. S. Bates, A. Brodhead, O. C. Burkhardt, M. L. Byers, J. J. Clark, W. S. Davis, L. M. Gaston, W. C. Gates, G. A. Hart, J. H. Hartman, A. E. Lewis, H. H. McClintic, C. D. Marshall, Chas. J. Miller, H. S. Miner, H. S. Morrow, D. L. Mott, H. S. Nieman, C. J. Parker, R. S. Perry, F. W. B. Pile, C. R. Phillips, A. G. Rau, E. H. Shipman, C. M. Wilkins and W. L. Wilson. Those who came the greatest distance were Hart and Perry, the former from Chicago and the latter from Atlanta, but it was agreed that the reunion was worth the trip.

HARLAN S. MINER.

### Class of 1890

H. A. Foering, Correspondent  
828 W. Broad St., Bethlehem, Pa.

The Class of '90 is starting this month in the effort to make its 40-year reunion a one hundred per cent attendance affair. In this the class secretary will be assisted by a committee, each member of which will receive a notice by mail. It will relieve the secretary of some work, if those of the class who know they cannot return for the reunion in June, 1930, will notify him at once of the fact.

Adolfo Cardenas, general manager of the Pacific Railroad in Nicaragua, visited this country during the summer. According to an interview in the New York *Herald-Tribune*, Cardenas claims that our Marines are popular in his country.

F. R. Coates, of New York City, who was very ill during the Spring, has fully recovered.

R. E. Neumeyer, of Bethlehem, has been fortunate in receiving some large contracts for road work.

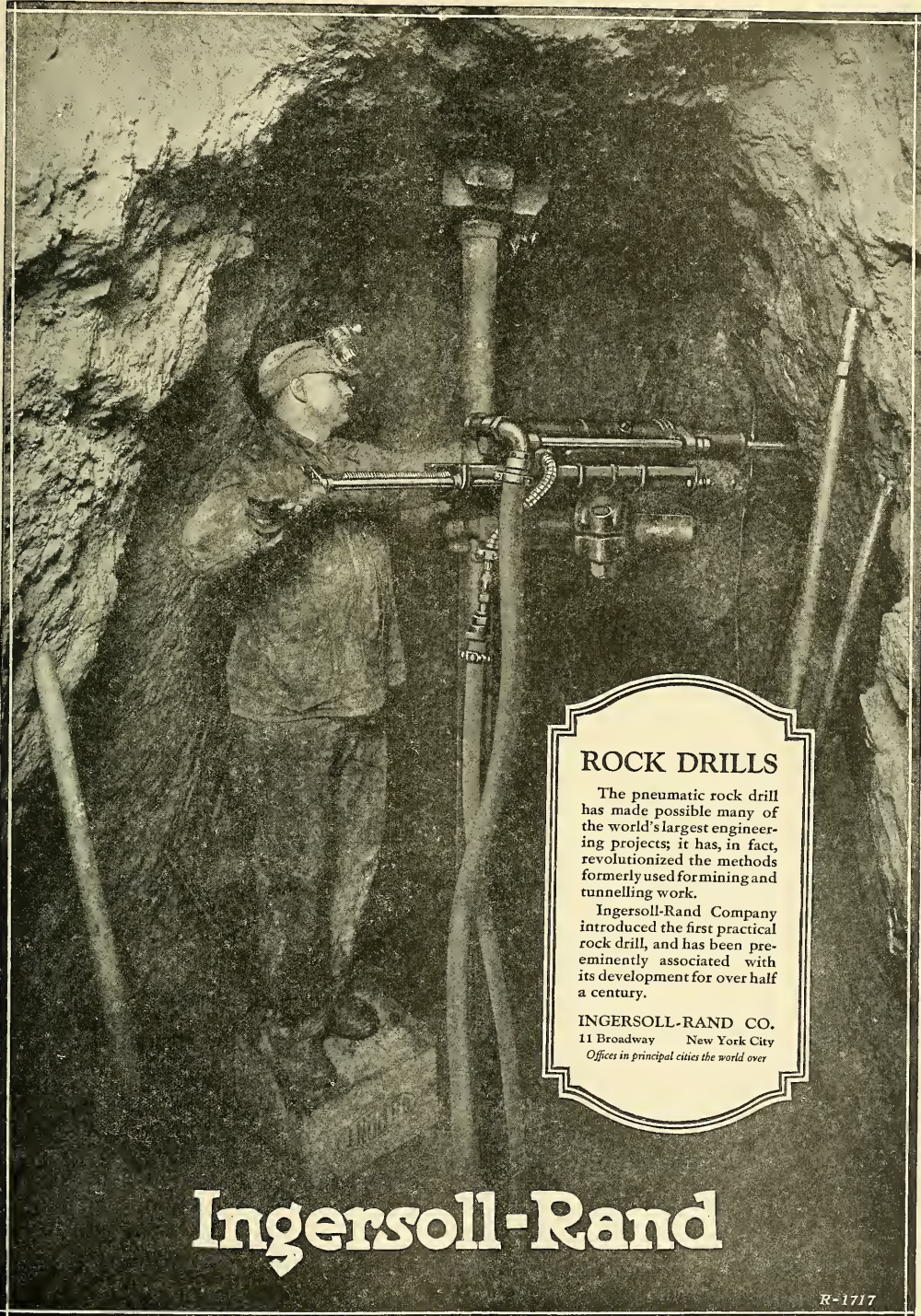
### Class of 1891

Walton Forstall, Correspondent  
Broad and Arch Sts., Philadelphia, Pa.

To the Members of '91:

"Back" writes me that the summer has come and gone and not a word about any of the illustrious members of '91. Therefore, my first attempt to write a class letter, based on notes from Buck, will have to be the ancient job of making "bricks without straw." I don't doubt that '91, like the rest of the U. S. A., has been motoring from here to there and back again, either on vacation or business. Perhaps Lefevre calls it business when he comes back to Bethlehem to pick up Colonial glass or local color for an S.E.P. story. If some of you had any kind thoughts in your hearts for Buck or your Secretary, you would give us a little hint of your doings now and then.





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Paine was supposed to go to Europe—or was it last year? I know he had some perfectly good excuse for not coming to Alumni Day. Quier does his globe trotting in the winter with the rest of the plutocrats. The Secretary did not get his usual opportunity to loaf for a month, but in the ten days he was away, had two magnificent days of motoring from Pittsburgh to Canada and found a very satisfactory ferry from Erie, Pa., to Port Dover, Ontario. Also, he found in Guelph, Ontario, a good hotel with a night lodging rate of seventy-five cents. This helps the H.C.L.

WALTON FORSTALL,  
Secretary.

### Class of 1892

Alvan Macauley, president of the Packard Motor Car Company of Detroit, Mich., has been elected president of the National Automobile Chamber of Commerce.

### Class of 1894

A. V. P. Anderson, who has been stationed in California with the United States Army, advises us that he has been transferred to Chicago, where he is a colonel in the corps area of the army, with offices at 1819 W. Pershing Road.

### Class of 1895

Frank Baker has become a director in the Postum Company, which, by virtue of its recent program of consolidation, occupies a dominant position in the food products industry. The Franklin Baker Company, whose famous coconut products are favorably known all over the world, retains its identity as a unit of the present company. Frank is living at 299 Park Ave., New York City.

C. C. Burgess, who is operating manager and consulting engineer for the Duquesne Slag Products Co., stopped in the Alumni Office on July 25. He was in the neighborhood visiting some of the slag plants in the valley and to enter his son in Lehigh. Young Burgess is 5 feet 11 and weighs 175 pounds.

"Skipper" and Mrs. Eckfeldt took a flying trip to California to visit their daughter, Mrs. George Pease, '27, this summer. They tried to see as much of the state of California as they could while there, and both enjoyed the trip thoroughly.

W. J. Hiss is now president of W. J. Hiss & Co., Inc., at 11 E. 44th St., New York City. Hiss was formerly vice-president of the American Agricultural Chemical Company.

A. S. Holman, of California, is at present traveling in Europe.

F. I. Wheeler, of the United States War Department, is in the engineering offices, located in the Florida Theatre Building, 128 E. Forsyth St., Jacksonville, Fla. Wheeler can be reached by addressing P. O. Box 45.

### Class of 1896

Springfield Baldwin has advised us that he is now principal assistant engineer of the railroad department of the Serviced Products Corporation, with offices at 1104 Monadnock Building, Chicago.

Albert W. Harned, who has become prominent in musical circles in Washington, was the director at a rendition of Gounod's Oratorio, *The Redemption*, given late last season in that city. The chorus consisted of 250 voices, with an accompanying orchestra of 60 pieces.

### Class of 1897

J. H. Pennington, Correspondent  
Box 13, Trenton, N. J.

The Alumni Secretary has delegated me to furnish '97 class news for the BULLETIN and for his office records. Therefore, kindly keep me posted on changes of address, occupation, and any other news about yourself or classmates which you care to submit for publication or for record, and I will see that the latest and most authentic gossip of '97 is disseminated regularly in this "colyum."

It was with a "grand and glorious feeling" that seven '97 men drifted into the Alumni meeting on June 9 and beheld, in big red letters, the announcement that '97 was on the Honor Roll, having come through with 68% of its members paid up in dues and BULLETIN subscriptions for the year. The Class Agent claims no credit for this happy condition, as he had nothing to do with it, outside of an occasional note in the BULLETIN, and he is looking forward to another nine months of ease, with the hope that the gang will again do better without him than with him.

Considering the size of the turnout, our 31st reunion, informal as it was, was an enjoyable affair, and no vaudeville house ever put up a comedian who could equal the good act of Tommy Gannon, '96, at the annual dinner of the Back Every Year Club, at which '97 always has a good representation.

Those dependable wheel horses, Hanum and Serrell, were on hand, as well as Gross, Mount, Reynolds, Straub and Pennington.

As the years go by, and old man Time butts in and messes up the roll call, we feel more and more like seeing as many as possible of the faces that were once the pride and joy of the campus, and especially of the Faculty, back on South Mountain, and this is the first of many calls urging you fellows to come to the 32nd reunion, next June.

"Hay" Stack is now with the Bureau of Appraisals, San Francisco, 4th floor, Civic Auditorium, and his home address is 2740 Garber St., Berkeley, Cal.

Bob Luckenbach is established as an interior decorator in New York City, making his headquarters at the Art in Trades Club, 34 E. 38th St.

The engagement has been announced of Miss Margaret Mather Merriman, daughter of Thaddeus Merriman and Mrs. Merriman, to Wilber George Parks, of Pittsburgh, Pa. Miss Merriman, who received degrees from Vassar and Columbia, is a granddaughter of the late Professor Mansfield Merriman, of Lehigh University.

### Class of 1898

Victor Records, Correspondent  
501 Central Ave., Laurel, Del.

Dear Classmates of '98:

It was very enjoyable for all present at our Thirtieth Reunion. The only regret was that more of our class were not there.

At the Alumni Dinner, '98 was introduced as a class of the Victorian Period by a member of '03. This fellow, when we entered Lehigh in September, 1894, was probably in grammar school.

The varsity football team in '94 had five of our freshmen on it; they beat Lafayette that year 11 to 8. The varsity baseball team during our freshman year had five of our men on the team; they beat Lafayette twice. The lacrosse team, with one of our men on it, won the intercollegiate championship that year. The track team also had three freshmen on it.

All the Alumni desire another class, in this progressive age, like '98, that can put five men on a varsity football team that will beat Lafayette. We want not merely a freshman team that can do it. When this happens Lehigh men can once more enjoy a Lehigh-Lafayette game as they did in the Victorian period.

I was very glad to hear from R. F. Sanchez. He is secretary of communications in Havana, Cuba. All '98 men will be given an old class welcome by calling on Fatty in Havana.

The government has permanently closed the Allen School in Bayfield, Colo. So Junius Ballard's address is now Route No. 2, Durango, Colo. Roxy will be glad to see a '98 motorist passing that way.

John B. Lindsay's new address is Chief Engineer's Office, Atlantic Coast Line R. R. Co., Wilmington, N. C.

Jim writes that he is planning to attend our Thirty-fifth Reunion. We shall all be glad to see him.

Classmates, pull out your stock of '98 data, brush off the dust of indifference. Do your bit for your old class and stand back of Mike and his cabinet. Working together we will go forward, making the grade with all loyal Lehigh classes.

Sincerely,  
Vic.

### Class of 1901

E. T. Murphy, Correspondent  
Carrier Eng. Corp., 139 Cortlandt St.,  
New York City

Some of the members of our class have already been advised that our friend "Buck" has inveigled me into promising a monthly letter pertaining to the activities of the Class of 1901. Already some of you have received a letter from me asking for points of interest about your own activities. From the small percentage of replies it looks as if I am going to have my hands full in keeping my promise to furnish such a letter once every month for a period of a year.

The job, however, appeals to me, for I think it is something which will be not only of interest, but also of value in keeping our fellows more closely in touch with what each one is doing, and in stimulating the spirit which each one of us has for the University.

The sort of information which we want is any personal news which will be of interest, such as the number of your children, when you expect them to enter Lehigh, your present business connections, etc. Those of you who have not already been requested for this information will receive such a request in the very near future.



# Lehigh Graduates

now with **JONES & LAUGHLIN  
STEEL CORPORATION**



G. W. Ritchie	'93
T. M. Girdler	'01
M. D. Kirk	'06
J. B. Carlock	'07
W. C. Van Blarcom	'10
J. Gore, Jr.	'12
H. K. Brady, Jr.	'14
H. W. Graham	'14
M. H. Merwin	'14
G. M. Yocum	'16
W. E. Douglas	'26

## J & L STEEL PRODUCTS OPEN HEARTH AND BESSEMER STEEL

**HOT ROLLED PRODUCTS**  
 Billets Blooms Slabs Sheet Bars Skelp  
 Bands Flats Hexagons  
 Rounds Squares

Angles Beams Channels Tees Zees  
 Agricultural Shapes Special Shapes  
 Light Weight Stair Stringer Channels  
 Plates for Bridges, Tanks, Boilers, Cars and Ships

**RAILROAD SPIKES TIE PLATES**  
 Light Rails and Accessories

**BARS FOR CONCRETE REINFORCEMENT**  
 (Straight, Bent and Fabricated)

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**JALCASE STEEL**  
 Hot Rolled Cold Finished

**COLD FINISHED STEEL**  
 Shafts and Screw Stock  
 Rounds Squares Hexagons Flats Special Shapes  
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### STEEL SHEET PILING

**FABRICATED STRUCTURAL WORK**  
 Columns Girders Trusses  
 Plate Work Tanks Steel Barges  
 Mill and Factory Buildings

**TUBULAR PRODUCTS**  
 Standard Pipe Line Pipe  
 Casing, Tubing, Drive and Rotary Drill Pipe  
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 Wire Rods  
 Bright, Annealed and Galvanized Wire  
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 Fence Staples Netting Staples

**TIN MILLS PRODUCTS**  
 Coke Tin Plate Black Sheets (Tin Mill Sizes)

### COKE BY-PRODUCTS

# JONES & LAUGHLIN STEEL CORPORATION

AMERICAN STEEL & IRON WORKS

*Founded in 1850*

JONES & LAUGHLIN BUILDING - - PITTSBURGH, PENNSYLVANIA

## THE NATION'S BUILDING STONE



Massachusetts Institute of Technology, Cambridge, Boston, Mass.  
Built entirely of Indiana Limestone

## More Than Ever in Demand

**A**LTHOUGH the use of Indiana Limestone for buildings of monumental character is so well established as to be practically standard, yet recent years have seen an amazing increase in popular demand. Today this fine-grained, light-colored natural stone from the hills of southern Indiana constitutes more than 65% of the building stone of all kinds used in this country.

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General Offices: Bedford, Indiana

Executive Offices: Tribune Tower, Chicago

The following fellows have written me briefly concerning their activities, although most of them have given little more than their address printed at the top of a letterhead. Even this, however, may be of interest. I suppose if I were to start this proposition off correctly I would give a full account of my own activities, so as to outline the kind of a report we would all like to receive from each member. However, I am at present on the Pacific Coast and find that without the aid of my secretary I do not know enough about my own activities to prepare such a report. I expect to be back in New York within the next month and perhaps can have such a report available for the next issue.

Cadwallader Evans, Jr., may be reached at the Hudson Coal Company, 434 Wyoming Avenue, Scranton, Pa. "Cad" advises that he has been married for many years and is the father of two large children. He is after the scalps of some of you fellows who are selling oil burners, because he claims the anthracite business is rotten.

Samuel T. Harleman, 509 South Beech Street, Syracuse, N. Y., seems to get a great kick out of the fact that I am to be kept busy for a year with this new undertaking. Aside from that he furnishes no assistance because he does not tell us a thing about himself. Perhaps when he reads this he will come across with something good for next month.

Duncan Burnet is still librarian at the General Library of the University of Georgia, which, as you know, is located in Athens, Georgia.

E. P. Jump is living at 6335 Howe St., Pittsburgh, Pa. Jump was married for the first time (and he claims the last time) on Sept. 2, 1924. He has been kicking himself ever since that he waited so long before taking the eventful step. (You old bachelors take note.) Jump is the one who has suggested that I set the fashion by giving an account of my own doings.

W. D. Cassin can be reached, care of the Westinghouse Electric and Manufacturing Company, Walnut and 30th Streets, Philadelphia, Pa. Cassin has not committed himself as to his activities. We will have to investigate this.

F. B. Gearhart is connected with the New Jersey Zinc Company, at Palmerston, Pa. "Brick", at the time of answering my letter, was planning a trip out through the Pacific Northwest and the Canadian Rockies. Perhaps upon his return he will have news of interest to report for the next issue.

I had the pleasure of playing golf with "Dal" Wilson at Pasadena on last Saturday, and he agrees with me perfectly in thinking that as a golf player I am funny. I found "Dal" in fine shape and made a definite date with him to meet in Bethlehem on the Friday night before the Lafayette game.

With the assistance which I know I am going to get from you fellows, we are going to make this particular section of the ALUMNI BULLETIN the most important page of the whole book. Now that you know the sort of dope that we are after, we are sure that merely a request is all that is necessary to obtain a 100% reply from all of the class. Let us keep 1901 at the top of the list, where she always has been.



## *Lehigh's Best Advertisement is Her Alumni*

---

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THAT COMPOSE

# LEHIGH UNIVERSITY

ENGINEERING      BUSINESS      ARTS



LEHIGH has long been recognized fundamentally as an engineering institution. Its high standards of instruction, rigid enforcement of scholastic requirements, many large and well-equipped laboratories, and location in the industrial center of the United States have combined to enable Lehigh to earn and maintain an enviable reputation in this field of education.

BUT LEHIGH's other two colleges have progressed rapidly in recent years both in quality and enrollment. Both have improved their standards and scope of instruction until they are worthy companions of the college of engineering, and also very essential adjuncts or complements to it. They supply the broader phases of training now demanded by the engineering profession and provided in all the revised engineering curricula at Lehigh.

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PENNINGTON, N. J.

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a smokeless odorless  
Binder  
for coal briquets

**BRIQUET  
ENGINEERING  
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## Air Conditioning

Designs and installation of equipment to create and control automatically any desired conditions of Humidity, Temperature and Air Movement within buildings. Cooling and Dehumidification by Carrier Centrifugal Refrigeration.

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Automatically controlled equipment for air drying, moistening and processing of manufactured and raw materials.

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**NEWARK, NEW JERSEY**

## Pumping Machinery

# Wilson-Snyder Manufacturing Co.

**PITTSBURGH, PA.**



**H. D. WILSON, '01, President**

## Class of 1902

Bob Bird has been named district manager of the Midvale Company's New York Office. He was formerly with George Pettinos, 1206 Locust St., Philadelphia, Pa.

W. Frank Roberts has resigned his position as general manager of the Sparrows Point, Md., plant of the Bethlehem Steel Corporation. He has no definite plans for the future.

## Class of 1905

*W. H. Lesser, Correspondent*  
*Maderia Hill & Co., Frackville, Pa.*

With this issue your class agent will endeavor to make the personal column of the '05 class a bit more newsy than it has been during the past, and in order to do so, the cooperation of every man in the class will be appreciated.

Johnny Dent has accepted the headship of the Mechanical Department of the University of Pittsburgh. He tells me that he spent the summer in Canada fishing. Was surprised to hear that Johnny is still a bachelor.

From N. E. Funk, assistant general manager of the Philadelphia Electric Co., I received a very nice letter. You know, Funk was one of the prominent engineers who put over the great Conowingo hydro-electric project on the Susquehanna River.

I just saw George Schaeffer, electrical superintendent of the Carpenter Steel Co., Reading, Pa. He takes an active interest in the affairs of the Association of the Iron and Steel Electrical Engineers. George recently served a term as president of that organization.

Some of you remember A. C. Ramsay, '07, now in the coal business in Birmingham, Alabama. Last week, he visited the anthracite coal field trying to interest the operators in a new system of preparing the small sizes of anthracite.

J. T. Jones, erecting manager of the Virginia Bridge and Iron Co. of Roanoke, Va., promises me that he is coming to visit his Alma Mater very soon. Some big changes have taken place since 1905, J. T.

A sales engineer of the Westinghouse told me that A. F. Murray is now director of manufacturing operations of the Westinghouse Electric and Manufacturing Co. in East Pittsburgh. He lives in Wilkinsburg.

G. A. Sisson is with the Dravo Contracting Co. and is living in Pittsburgh. Recently his temporary address was Holden, Mass.

Major Jos. F. Cottrell and wife spent the summer touring Europe. They expect to return during the latter part of October. The major will be stationed in Fort Winfield Scott, California, for the next two years.

## Class of 1906

Stewart J. Cort has been named general manager of the Sparrows Point, Md., plant of the Bethlehem Steel Corporation, succeeding W. Frank Roberts, '02, resigned. Cort was transferred to the Sparrows Point Plant about three months ago.

## Class of 1907

P. O. MacQueen and Mrs. MacQueen stopped in the Alumni Office July 13.



## THE PHOENIX IRON CO.

Manufacturers of Open Hearth

### STRUCTURAL STEEL SHAPES

Works:  
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## THE PHOENIX BRIDGE CO.

Engineers and Builders of

### BRIDGES AND OTHER STRUCTURES OF STEEL

Bridge Works, PHOENIXVILLE, PA.

Established 1790

Capacity, 60,000 Tons per Annum

W. R. HALL, '02, ASST. ENGR.,      BRIDGE DEPT.  
W. H. ELLIS, '09, ASST. ENGR.,      ERECTION DEPT.  
W. E. STURGES, '10, RES. ENGR., WASHINGTON OFFICE

# Wire & Wire Rope

by



Brooklyn Bridge

# Roebling

John A. Roebling's Sons Company  
TRENTON, NEW JERSEY

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Manufacturers and Dealers

## PLUMBING and HEATING SUPPLIES

For Every Type of Home and Building



Growing Great  
Since '88

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WESTMORELAND AND  
AGATE STREETS  
PHILADELPHIA, PA.

JOHN G. FLECK, '90  
Vice-Pres. and Gen. Mgr.

G. E. LA PISH, '19  
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WEIL-McLAIN Boilers  
STANDARD Enamelware  
REPUBLIC Brass Work  
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Septic Tanks, Wrought Pipe, Valves, Screwed Fittings,  
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Factory Equipment

### BRANCHES

Allentown, Pa.  
Atlantic City, N. J.  
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Easton, Pa.  
Lancaster, Pa.  
Lansdale, Pa.  
Lansdowne, Pa.  
Macungie, Pa.  
Norfolk, Va.  
Pottstown, Pa.  
Pottsville, Pa.  
Reading, Pa.  
Stroudsburg, Pa.  
Warren, Pa.  
Williamsport, Pa.  
Williamstown, N. J.

MacQueen is an engineer with the United States Army. They were driving to Cape May and stopped in Bethlehem long enough for a very pleasant little visit.

Albert C. Smith is connected with the General Railway Signal Company with offices in New York City. He is living at 28 Miller Avenue, Tarrytown, N. Y.

F. J. Wilson was a welcome visitor to the Alumni Office on August 22. Wilson was on the campus to enter his son Jim in the freshman class this year. His company is supplying the metal window sash for the new Packard Engineering Laboratory.

### Class of 1908

J. C. Barth is at the New Burlington, 18-22 Division St., Amsterdam, N. Y. He is living at 127 Glen Ave.

C. H. Dorsey has left Pittsburgh and is now living in Washington, Pa., at 36 Huffman Ave.

F. J. Schumann is factory manager of the United States Sanitary Manufacturing Company at Monaca, Pa. He had been lost to the University records for some time.

### Class of 1909

Lester R. Carrier and his wife and son, who will enter in the class of 1933, stopped in the office August 7, 1928. Carrier is with the Industrial Rayon Corp., W. 98th St. and Walford Ave., Cleveland, Ohio.

G. H. Dayett for whom we had no address for some time, has just been located in Baltimore, working in the Bridge Department of the Baltimore and Ohio Railroad.

L. G. Love and Mrs. Love stopped in the Alumni Office on July 3. It was Love's first visit to the campus since 1907 and he spent a pleasant hour looking over the many changes that have taken place. Mr. and Mrs. Love were motoring through from New York back to Ohio, where he is assistant general manager of the National Lime and Stone Company, with offices at Findlay. The visit was particularly timely in view of the fact that their son is beginning his second year at high school and will be ready for Lehigh very soon.

### Class of 1910

A. D. Bryant advises that his address is Cerro de Pasco Copper Corp., Oroya, Peru, South America.

L. P. Gilmore has gone back to school. In other words he is no longer with the firm of Baker and Gilmore, Eagle Woolen Mills, Wellsville, N. Y., but is now a co-operating teacher in the Bloomsburg State Teachers' College and the Bloomsburg High School. His new address is 417 E. 4th St., Bloomsburg, Pa.

### Class of 1911

A. P. Spooner, Correspondent  
1811 Sycamore St., Bethlehem, Pa.

"Jim" Poffenberger has become Division Engineer of the Middle Division of the Pennsylvania Railroad and is located at Altoona, Pa.

Outside of the local talent, E. F. Meschter was the only '11 man who showed up at the Alumni Dinner in June. He is with Gifford-Wood Company, District Manager, Graybar Building, New York City.

# Blast Furnace Slag

CRUSHED and SCREENED

— SIZES FOR ALL PURPOSES —

Also Granulated Slag and Ashes

### PLANTS

DUQUESNE, PA.	POTTSTOWN, PA.	WHARTON, N. J.
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## DUQUESNE SLAG PRODUCTS CO.

Main Office	District Sales Office	Dist. Sales Office
Diamond Bank Bldg.	425 Commercial Trust Bldg.	31 W. Blackwell St.
PITTSBURGH, PA.	PHILADELPHIA, PA.	DOVER, N. J.



"Sam" Gladding is busy breaking records since he became Superintendent of the Lehigh Mills of the Bethlehem Steel Company. However, Sam can find a little time for golf and expects to challenge any of our class at the '31 Reunion, provided a satisfactory handicap can be arranged.

"Joe" Vela is still in Ambato, Ecuador. The rumor that Joe was back last June was unfortunately unfounded. Joe's many friends wish the J. I. Vela & Company success. We want Joe to promise that he'll be in "Bethlehem" at our next reunion; and he can "take the nickle" if he cares to, but we doubt it.

"Dode" Wood is a mighty good coal digger for the Lehigh Valley Coal Company in Hazleton, Pa., but as ever Dode must shine in many activities. As a big game hunter and "back to nature" fisherman, Dode can sure find them.

We have heard that "Monk" Morris (Buick Motor Company at Flint, Mich.) admits that he got many ideas for the graceful, flowing lines of the new model at the old B. D. A.

Paul Snyder is using his metallurgical training to advantage for the Bethlehem Steel. Paul is in the heat treatment department where they handle the big ones.

### Class of 1912

*Morton Sultz, Correspondent*  
195 Broadway, New York City

Our first efforts as Assistant to Buckey will be brief, as our News-gathering Department has just recently gotten fully organized, but, remembering what Jack Hart says about the class, you can look for big things in the future. So here goes on the items as they have arrived to date!

H. L. Cooper is Highway Engineer for the California Highway Commission at Crescent City, California. He has just recently been transferred from San Bernardino.

F. W. Davis is still with the International Combustion Engineering Corporation, but has been transferred from the New York office to the office in Newark, at 191 Doremus Ave.

Elmer Yake, who for somewhat over a year has been Assistant to the President of the Worthington Pump and Machinery Corporation, has recently been given the title of Director of Manufacturing and Engineering.

Andy Schultz, who is Receiver for the Helena Light & Railway Company, way out in Montana, paid some of his old cronies a visit in New York during the summer. We understand that Andy was thinking of moving the copper mines closer to Morristown.

The engagement has been announced of Miss Helen Chandler Darlington of Mount Airy and C. R. Whyte of Philadelphia, Pa.

### Class of 1913

*R. T. Dynan, Correspondent*

H. R. Blackman's address is 2410 Tuxedo Avenue, Detroit, Mich.

"Sunnie" Edwards is now Superintendent of Blast Furnaces, Bethlehem Steel Company, Coatesville, Pa., having been transferred there from the Lebanon Plant some months ago.

S. H. W. Ford is one of our globe trotters, having just returned from New Zealand. He is now associated with the Lieb Keystone Company, 50 Post

# American Abrasive Metals Co.

(Founded by Wm. H. Sayre, '86)

50 CHURCH ST.

NEW YORK CITY

## FERALUN

[A patented combination of iron and abrasive grit]

### To Prevent Slipping Accidents

Its peculiar properties make it the longest wearing, most efficient anti-slip material obtainable

— For —

Floor Plates	Elevator Door Thresholds
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### For General Industrial Uses

Its extreme durability, when subjected to severe abrasive action makes it most useful and economical in a wide variety of fields

Wearing Plates	Rabble Blades
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Brake Shoes for Mine Motors  
(Grinding and braking combined)



Side view and section of "FERALUN" BRAKE-SHOE  
showing where the Abrasive is placed

### For Special Work—where Bronze or Aluminum is required

"BRONZALUN"

(The "Grit" Cast in Bronze)

"ALUMALUN"

(The "Grit" Cast in Aluminum)

Sole Representatives for United States and Canada for

"CARBORUNDUM ANTI-SLIP TILE"

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G. P. BARTHOLOMEW, '06, Vice-Pres.  
WM. H. SAYRE, '21, Vice-Pres.  
AUSTIN B. SAYRE, '24, Vice-Pres.  
GEORGE C. HUTCHINSON, '94  
District Representative  
Farmers Bank Bldg., Pittsburgh, Pa.

# BETHLEHEM FABRICATORS

INCORPORATED



Pennsylvania Power & Light Bldg.,  
Ninth and Hamilton Sts.,  
Allentown, Pa.

R. P. Hutchinson, '04  
J. H. Traeger, '03

OFFICE AND WORKS  
BETHLEHEM, PA.

STRUCTURAL STEEL  
FABRICATORS  
AND ERECTORS

## AGENTS

ALBANY, N. Y.  
ALTOONA, PA.  
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BUFFALO, N. Y.  
CLEVELAND, O.  
DALLAS, TEXAS  
HARTFORD, CONN.  
HAZLETON, PA.  
NEW YORK, N. Y.  
PHILADELPHIA, PA.  
SCRANTON, PA.  
WASHINGTON, D. C.

G. M. Overfield, '14  
S. E. Hutchinson, '25

Street, San Francisco. His home address is 300 San Carlos Avenue, Sausalito, Cal.

H. K. Rouse is Assistant Sales Manager, H. J. Baker and Co. (Metal Building Materials), 602 W. McCarty Street, Indianapolis, Indiana. He is living at No. 3741 Ruckle St., Indianapolis. There are several other 1913 men in this vicinity—Frank C. Messenger, at 2962 N. Delaware St., and Donald Bowman, a few miles down the line at Greenfield, Indiana, where he has built and is now operating the Hotel Bowman. Any Lehigh man in this vicinity should stop in and see what a nice, comfortable hotel "Don" has there.

"Pete" Petty wrote from Cambridge, Ohio, that he was too busy to attend the Reunion last June. "Pete" is one of the few 1913 miners that is still mining, and he is making a great success of it. He is now General Superintendent of his Company.

"Schlitz" Hirschberg wrote in in May that he had just gone into business in Milwaukee.

Alexander Harrison is in Wharton, Texas.

J. P. Cooper is still in Anaconda, Montana.

"Bud" Schmidt is in Pasadena, California. "Bud" is operating two stores, one in Pasadena and one in Los Angeles. His firm specializes in fine China and Silverware.

R. Camba's address is Gaudalajara, Jalisco, Mexico.

Frank J. Bartholomew is located at Charlotte, N. C. He has spent part of the summer on a business trip to Holland, Germany and Roumania.

Jess Beers is now Superintendent of the Baltimore Plant of the American Brake Shoe and Foundry Company, Baltimore, Md.

H. E. Johnson is with the Rex Clay Products Company, 14414 Dexter Boulevard, Detroit, Michigan.

Ralph B. Meredith's address is 2405 McKinley Avenue, Berkeley, California. Meredith is working out the details of an invention and he surely has our best wishes for its success.

## Class of 1920

D. M. George is power sales engineer for the Metropolitan Edison Company, with offices at Second and Ferry Sts., Easton, Pa. He can be reached by addressing his mail to Box 95, Broad St., Tatamy, Pa.

M. J. Leroy is living at 115 67th St., Niagara Falls, N. Y.

Al Wick is a first lieutenant in the United States Army, stationed at Fort Eustis, Va.

## Class of 1922

George N. Ewing is assistant trainmaster for the Reading Co., at Wayne Junction. He is living on Washington Lane, in Rydal, Pa.

Dick Fleming is lost. When last heard from he was living at Hotel Olhm, Martinez, California. Any information about his whereabouts will be appreciated.

H. C. Forney is connected with the Interstate Commerce Commission in San Francisco, with offices at Room 7, S. P. Building, San Francisco.

T. M. Switz is with the Investment Research Corporation, of Detroit, Mich.



SPECIALISTS

IN

Design and Construction

AUBREY WEYMOUTH, '94  
Chief Engineer



Class of 1923

George Desh is now inspector of cement for the State of New Jersey. His office is in Trenton, N. J.

N. R. Guthrie, Jr. is still with W. J. Horrigan, Consulting Engineers, at 1701-2 Heyburn Bldg., Louisville, Ky.

L. J. Jacobson is no longer in the Water Dept. of the City of Los Angeles. Thanks to the aid of Phil Subkow, '20, he is now in the training course of the Union Oil Co. of California. In a few months he will be a full fledged petroleum engineer.

Frank Leister does not find one job enough for him. He is in the firm of F. H. Leister and Co., coal and building materials, and he is also secretary and superintendent of the North Wales Water Co.

F. H. Lodge is resident engineer for Whittaker & Diehl Co., of Harrisburg, Pa., with offices in Reading, Pa.

Louis Lohmann is now a salesman for the Koehler Manufacturing Co., miners' safety lamps, at Marlboro, Mass.

M. C. J. McFadden is a metallurgist with Bethlehem Steel, back in the old town.

The Northern California Lehigh Club has lost an important member—J. D. McPherson, its secretary. Mac has moved to Los Angeles, where he is connected with the Aetna Life Insurance Co., with offices at 810 S. Spring St.

Charlie Miller is chemicking for duPont at the Gray's Ferry plant in Philly, where they make acids and other heavy chemicals as well as the w. k. paints.

When the Remington Arms Company combined with the Rand-Kardex Co., John Muzdakakis was transferred from the typewriting plant of Ilion to the Remington-Rand plant at Tonawanda, and he is living at 249 Victoria Blvd., Kenmore, N. Y.

Class of 1924

Dick Argens is lost. When last heard from he was living at 366 Sanchez St., San Francisco. Any information as to his whereabouts will be appreciated.

Paul F. Campbell is with the United Engineers & Constructors, 6769 Ridge Ave., Philadelphia, Pa.

F. E. Graessle is living at 575 Ocean Ave., Brooklyn, N. Y.

Eugene H. Henry, Jr., is with the Pennsylvania Railroad Co., with offices at 508 W. 6th St., Wilmington, Del.

Joseph H. Parker is the owner of the Houston Merchants Sampling Co., 211 Westheimer Bldg., Houston, Texas. His mail is to be sent to P. O. Box 1676, Houston, Texas.

Class of 1925

A. L. Bayles, Correspondent  
701 Independence Bldg., Charlotte N. C.  
Dear Gang:

A new policy has been adopted for our column of the BULLETIN and now it falls on your Class Agent to get the necessary information together and submit it somewhere around the month preceding the issuance of the BULLETIN.

Several letters have been written to various members of the class, and the entire class roll will be covered in about two months. Thus far the response has

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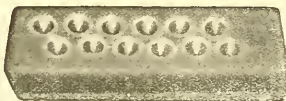
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TRENTON, N. J.

J. H. PENNINGTON, '97, Gen. Mgr.

been a little slow and information is hard to get. We are all interested in reading the Class Column and we should be equally interested in contributing items of news to it.

When you get any choice tid-bits of news, just sit down and write a few lines to Al Bayles at 701 Independence Building, Charlotte, N. C., and they will get into the BULLETIN sooner or later. Most anything will be interesting because this is our only way of keeping in touch with each other between Reunions, and our next one comes in 1930. After reading this column with its scarcity of news, sit down and drop a line to the above address and give me any dope that you may have. We want to make this a newsy column and all items concerning yourselves will be interesting to the others in the class.

Just had a letter from Astarita the other day in response to one I wrote him. I thought Asty would drop dead when he received my letter but he evidently did not, because he answered it. I wish the rest of you fellows would be just as prompt in replying as Asty was. He has just completed three years in Chicago, and says his stay has been very pleasant, despite the fact that he does

not see very many Lehigh men there. He said that Louis Huyette had dropped in on him the other day with a couple of other fellows. They had driven steadily from Philadelphia, and had made it in about thirteen hours. They stayed over in the Windy City for a day and then continued on their way to the Yellowstone. It looks as though Louis was trying to set a Lehigh record.

Another letter came in from Gene Moran. He is with the Moran Towing & Transportation Company, Inc., of New York. Gene seems to think that I am in the stevedoring business, but I am afraid he is a little bit off on his cities. I think he is talking about Charleston, S. C. Charlotte is about two hundred miles away from the nearest navigable water. Gene says he ran into George Koegler a few weeks ago.

Another letter comes in and tells me that Leo Krazinski was married to Miss Madelene R. Dorning on August 22, in Mahanoy City, Pa. Hey, Leo! how about giving us a little more information on the subject? It's a darn shame that the news should have to come from a source other than yourself.

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Louis B. Bond, '26, Supt. Donald G. Hornbaker, '26 Donald Werntz, '27



Tru Bidwell is on the move again. He is located at 975 Washington Ave., Brooklyn, N. Y. He was formerly living in Portland, Ore. Glad to see that you are back East again.

The New York City News Association has another one of our members, in the person of Bob Noerr. His office is at 2 Court Square Bldg., New York. He is living at 151 E. 19th Street. Do you wander over to the Village often, Bob?

F. S. Lerch is taking graduate work at the University of Chicago. His address is 9 Hitchcock Hall, University of Chicago, Hyde Park Station, Chicago, Ill.

Another item that I have says that Art King has left the Public Service Electric & Gas Company of New Jersey and is now with the Bell Telephone Laboratories, New York City. His residence is 1160 Cromwell Ave., The Bronx, N. Y.

Harold Parkas has hung out a shingle and announces the general practice of law. He is located at Suite 1112, Military Park Bldg., Newark, N. J.

J. F. O'Neill has moved from Turtle Creek and is now located at 725 High Street, Wellsburg, W. Va.

Sorry that I have not more news this time, but I will try to do better in the next issue. Please give me a lift and help make the work pleasanter and easier. So long until next issue.

AL BAYLES.

### Class of 1926

J. W. Maxwell, Correspondent

Several fellows of the class found their way into the office this summer and helped relieve the monotony resulting from lack of activity on the campus in July and August. Among them was our esteemed president, Ken. Hoffman, who is more robust than ever. He has returned to the Ha'vad Law School for his third and final year. He has already acquired that dignified bearing characteristic of, and more or less essential to lawyers. More power to him.

Of course Chuck Hess is a conspicuous figure on the campus these days as Austy Tate's first lieutenant on the gridiron. He's surely doing his share towards beating Lafayette.

Charlie Zug spent a week or more in town to help open the university this year. Incidentally he saw Jeanette "once or twice" while here. Charlie is becoming a public utility magnet in Youngstown, Ohio.

Leo Fraivillig is another who favored us with a visit. He had just finished up a job for Dravo in Kittanning, Pa., and was taking a breathing spell between assignments.

Scotty, the former soccer luminary, stopped in while on his way home to Catasauqua. You would never recognize him. He has acquired at least thirty pounds as a result of an appendicitis operation last winter. He's around New York and favors a reunion of the '26 men in that section sometime this fall.

Ed. Faga, Rus. Flammer and Emerson Walters, three of Neil's former stars, can often be seen around town. Ed is contemplating a change to the metropolitan districts in the near future.

Shorthy Long wrote in late last spring pleading for more noise about the band

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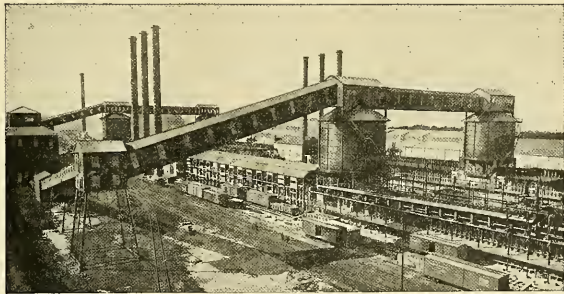
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in the BULLETIN. He also told us that he is engaged to Lillian Meagher, of Hillside, N. J., but does not plan the fatal step until next spring. He was teaching school for the past two years but has taken up surveying in Cranford, N. J., the town Phil. Shaheen made famous.

Otto Gairns is now associated with the Aluminum Company of America at the Chicago offices, 360 N. Michigan Boulevard.

According to reports from Skipper Eckfeldt, George Pease is making a name for himself out in California. You know that George is Skipper's son-in-law.

Bill Cryder is another of our fellows who is located in these parts. He is working for a cement company near Bath and lives at the Bath Hotel.

### Class of 1928

W. B. Billmeyer, Correspondent  
Queens Central Y. M. C. A.  
90th Ave. and Parsons Blvd.  
Jamaica, N. Y.

R. R. Althouse, after becoming proficient in inspecting the many points of interest in Bethlehem, is now inspecting engineer for Alexander Potter, '90, offices at 50 Church St., N. Y. C.

Joe Bent is now a cadet engineer for the General Electric Co. in Schenectady, N. Y.

Jack Bradley always did have a liking for powder and is now with the Royal Baking Powder Co. at 100 East 42nd St., N. Y. C.

Nothing has been heard of Tom Burke, the only thing we can think of is that he's working in the mines and seldom gets above ground.

Carl Carlson, after his strenuous job as secretary of the class, is now a correspondent of the 5th Ave. Bank of New York City.

Sam Case is another telephone man working in Newark with the N. J. Bell Telephone Co., at 1060 Broad St.

Ken Chickering has been on an extended tour through the West. It has been rumored he is keeping in shape running over the Rockies.

Art Clinger, an ardent follower of Dr. Carothers, Inc., is now working with the Pennsolt Co. in Oil City, Pa.

Jonny Denise is working for the Consolidated Gas Co. and is living in Astoria, L. I.

George Fearnside is finding his work with the Dravo Contracting Co. in Pittsburgh somewhat harder than his course in architecture; nevertheless George knows all about the pyramids.

Max Goepf has given up his life for a position with the duPont Co. He is in the Organic Dye Division located in Deepwater, N. J.

Len Horton, after spending four years studying the telephone rates from the Alpha Chi Rho House to various points in Bethlehem and elsewhere, continues his work with the N. Y. Telephone Co. at 140 West St.

Jack Harris is another one of the big "hook and receiver" men working with the Bell Telephone Co. of Pa., with offices at 1316 Arch St., Philadelphia.

Looks like Bob Jewell has struck it pretty soft, living on Riverside Drive and working for the Friedsted Foundation Co., 101 Park Ave., N. Y. C.

Jack Knight, after knocking all the business courses for an "A," is now an accountant for the Paper Makers Chemical Corp. of Easton.

Ben Levitz says he couldn't get enough business law at Lehigh, so he is now attending the Fordham Law School and living at 257 W. 112th St., N. Y. C.

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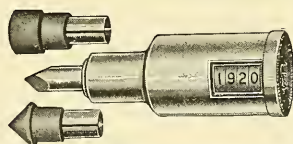
N. G. SMITH, '06, Engr. Contr. Dept.

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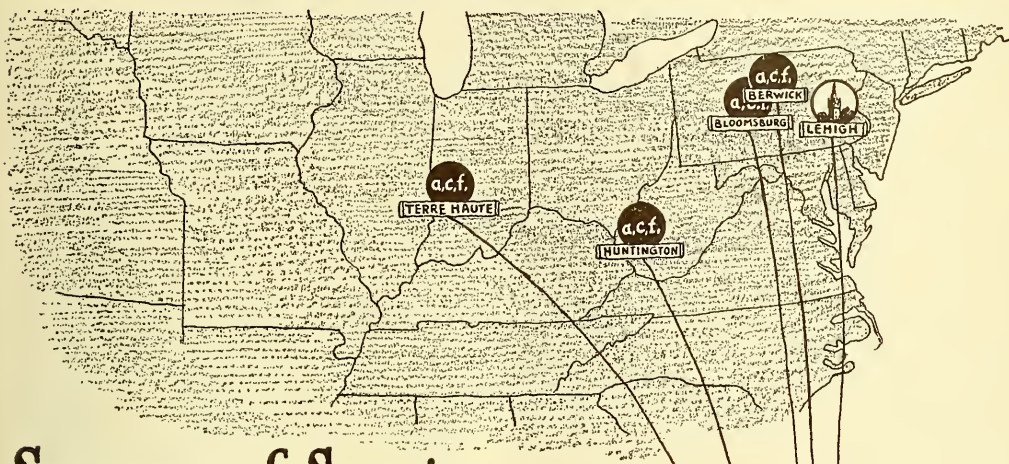
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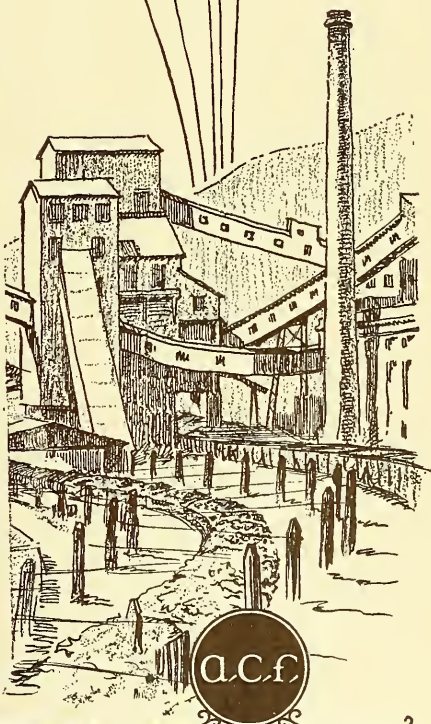
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